

bryant July-August

SALE

Ends Aug. 31st



98¢

18 N 201
Extra
Size
Thread
Silk
Hose

For Descriptions of these
Articles See Page 3

Voile
3 N 200

\$695

Chambray
& Madras
82 N 201

98¢

Lane Bryant
38th Street at Fifth Avenue
NEW YORK

CHICAGO

PARIS

DETROIT

Newest Summer Styles at Special Bargain Prices



GINGHAM
3 N 203

\$4.95

**PROFIT BY THESE
SPECIAL PRICES
ORDER NOW**

Sale Ends Aug 31st

**Sizes
34 to 56
Bust**

\$5.95

For Afternoon Wear
3 N 203—This Gingham Dress for \$4.95 is really a wonder! Just wait until you see it.

The gingham is of fine quality in a medium sized check, and its white organdie collar, cuffs, and vestee are crisp and attractive.

You will marvel at its slenderizing style, accentuated by the long Tuxedo collar and side panels. A note of individuality is struck by the fagotting effect of organdie, which trims the panels, collar, flare cuffs and vestee. The sash, too, is a youthful feature.

COLORS: Green-and-white, (as pictured), blue-and-white, and lavender-and-white check.

SIZES: 34 to 56 bust. Skirt length about 36 inches. *July-August Sale Price.*

Postage 10¢ extra. \$4.95

**BASKET
WEAVE
RATINE**
3 N 202



\$3.95

A Smart New Model
3 N 202—The smartest and most popular model in New York. The material too, is the season's favorite, a Basket Weave Ratine.

We have made a supreme effort to be able to offer you, at this unusually low price, a Frock fine enough for best, in the newest and most popular material, in the most authoritative, and becoming style. And in sizes up to 56 bust.

One-piece style with narrow sash belt, and deep vestee. White Organdie piping, and rows of white wool stitching, are its decorative note. Crocheted buttons, and two pockets add to its "air."

COLORS: Wistaria, Copenhagen blue, or tan. **SIZES:** 34 to 56 bust. Entire length about 52 inches. *Sale Price.*

Postage 10¢ extra. \$5.95

**GINGHAM
3 N 201**

\$3.95

A Startling Value
3 N 201—Have you ever seen a Dress you liked better, for \$3.95?

Made especially for this sale, you may be sure it is the latest style and material. Checked Gingham, is the fashioning fabric.

A one-piece, straight-line style makes it extremely slenderizing, youthful and becoming. Two pleats form a panel in front and back; gathers at the hip allow plenty of fullness. Narrow sash belt.

White pique makes the collar, cuffs and vestee, while a black silk bow and white crocheted buttons add an attractive note.

COLORS: Brown-and-white, black-and-white, or blue-and-white check. **SIZES:** 34 to 56 bust. Entire length about 52 inches. *Sale Price.*

Postage 10¢ extra \$3.95

A Book Bursting with Bargains

GET YOUR SHARE!

Descriptions of
Articles Pictured
on Front Cover



Voile Dress
3 N 200—Won't you
get the greatest com-
fort out of this dark
ground, printed
Voile Dress, at \$6.95?

Fashioned from
fine quality Voile in
the latest New York
manner. Side drap-
eries smartly slender-
ize the figure.

White organdie
embroidered in har-
monizing colors,
makes the collar and
vestee. Flare sleeves
finished with hem-
stitching. Wide self-
material sash. White
net waist lining.

COLORS: Navy
blue, black or brown
each with white.
SIZES: 34 to 56
bust. Skirt length
about 36 inches.
Wide basted hem.
Sale Price, \$6.95
Postage 12¢ extra.

VOILE
3 N 200

\$6.95

Postage 12¢ extra.



Dutch Creeper
82 N 201—Creeper
of fine quality Cham-
bray with a White
Madras Blouse.

Dutch style. The
cunning square neck
collar has nursery
subjects embroidered
in contrasting colors.
Open in back and
inside of leg.

COLORS: Maize,
blue or pink; each
with white top.
SIZES: 1, 2 and 3
years. Price. **98¢**
Post. 2¢ ex.

CHAMBRAY & MADRAS
82 N 201

98¢



Reduced from \$1.29
18 N 201—Look at this Bargain
—the biggest one you have seen
in years. Excellent quality
Thread-Silk Boot Hose with ser-
vice-giving Silk Lisle Top.

Double strength heels, soles
and toes of silk lisle. Seam in
back. Extra wide, extra long.

COLORS: Black, white, navy
blue, cordovan brown or cham-
pagne, as pictured.

SIZES: 9 to 10½. You'll need
several pairs this summer. Order
now and save. Price... **98¢**
Postage 1¢ extra.

**THREAD
SILK**

18 N 201

98¢

PAIR

BARGAINS in dresses, bargains in wraps, bargains in underwear and hosiery, bargains in everything, in fact, that women wear. And things for babies, too. All of them new designs, all of them priced very low. And practically every garment for women comes in sizes up to 56 bust.

But wait! These are not bargains in an ordinary sense. They are in most cases, special garments, made up now, in our dull season, in the best and latest summer styles and fabrics, and at special prices, 'way below what they would sell for in the early summer season. Others are garments of which we wish to clear our stock before the fall season starts.

Every Garment Fully Guaranteed

Every garment is absolutely perfect. The Lane Bryant guarantee is behind every one. As for quality, you know Lane Bryant quality, and everything in this book proves it at its best. All these garments are the same high class as those shown and sold daily at our metropolitan stores, in New York, Chicago, and Detroit. This sale is for 60 days only. It ends August 31st. So "make hay while the sun shines." Our biggest bargains will not last long.

Order now, today, and have the best Lane Bryant ever yet has offered.

Extra Size Hose



**MERCERIZED
LISLE**

18 N 202
**2 pairs
for 79¢**

Mercerized Lisle—Extra Size
18 N 202—2 pairs of extra-size Hose
for 79¢. Where but at Lane Bryant's
could you find such a bargain?

Fine Mercerized Lisle Hose, with
high spliced heels, double soles and
garter tops. Extra wide, extra long.

COLORS: Black, white or cordo-
van brown. **SIZES:** 9 to 10½.
Sale Price..... 2 pairs 79¢
Postage 1¢ extra.



18 N 1
**3 pairs
for 69¢**

Exceptional Bargain
18 N 1—Here indeed is a bargain
in extra-size Cotton Hose.

Extra wide leg, extra long. High
spliced heels, double soles and toes.

COLORS: Black, white, cordo-
van brown or unbleached. Medium
light weight. **SIZES:** 9 to 10½.

We guarantee these stockings.
This is a bargain you must not miss.
Sale Price..... 3 pairs 69¢
Postage 3¢ extra.



Infants' Hose
**2 Pairs
for 49¢**

Infant's Stockings

90 N 201—For cooler weather
baby needs full length Stock-
ings. These are a wonderful
bargain.

Infant's Hose of Mercerized
Lisle. White only. Rein-
forced heels and toes. **SIZES:**
4 to 6½.... **2 pairs for 49¢**
Post. 1¢ ex.

For the Hottest Days

90 N 200—Order your little tot
2 pairs of these smart, striped-
top socks for 49¢. Mercerized
Lisle Socks of good durable
quality. Fine rib cuff top.

White, with top in assorted
stripes. **SIZES:** 4 to 8½.
Sale Price... 2 pairs 49¢
Post. 1¢ ex.



FACTORY ENDS SALE



A BARGAIN BUNDLE

63 N 743—An opportunity for unusual saving and real home economy. This bundle contains an assortment of short lengths of fresh, clean materials, including gingham, linene, voile, suiting, muslin, etc.

Useful for any number of purposes. No piece measures less than three quarters of a yard. Our JULY-AUGUST SALE PRICE, Bundle of 10 to 10 1/2 yards for \$1.49 Postage 8¢ extra.

10 YDS.
\$1.49



62 N 702—27-inch Gingham, durable quality in pink, blue or red check. A bundle of 10 to 10 1/2 yards for \$1.59 Post. 8¢ extra.

10 to 10 1/2 YARDS
\$1.59



DIMITY CHECK

62 N 708—White Dimity Check of a fine sheer quality. For dresses, etc. 27 inches wide. Bundle of 5 to 5 1/4 yards for \$1.98 Post. 5¢ extra.

10 to 10 1/2 YARDS
\$1.98

NAINSOOK YARD WIDE

63 N 757—Fine quality White Nainsook, yard wide, soft and finely woven. A bargain. Bundle 10 to 10 1/2 yards, \$1.29 Post. 8¢ extra.

10 to 10 1/2 YARDS
\$1.29



UNDERWEAR CREPE

62 N 709—Big bargain in underwear Crepe. Requires no ironing. Flesh or white. 30 in. wide. 8 to 8 1/2 yards for \$1.79 Post. 5¢ extra.

8 to 8 1/2 YARDS
\$1.79



5 to 5 1/2 YARDS
\$1.79

DOTTED SWISS

62 N 703—Yard-wide White Dotted Swiss. White, with white woven dot. Bundle of 5 to 5 1/2 yards, \$1.79 Post. 8¢ extra.

36 inches Wide



10 to 10 1/2 YARDS
\$1.98

10 to 10 1/2 yards, \$1.29 Post. 8¢ extra.

10 to 10 1/2 YARDS
\$1.29



10 to 10 1/2 YARDS
\$1.59



27 inch

10 to 10 1/2 YARDS
\$1.59

63 N 759—27-inch Lane Bryant Birdseye Diaper Cloth, serviceable and soft. A big bargain. to 10 1/2 yds. Post. 8¢ extra. \$1.59



40 in. PRINTED VOILE
62 N 710—40-inch wide Printed Voile. Navy blue with white or Copenhagen white. 6 to 6 1/2 yards for \$1.29 Post. 5¢ extra.

6 to 6 1/2 YARDS
\$1.29

SPECIAL BUNDLE Suitable for Infants

63 N 734—Bundle of short lengths of assorted materials suitable for babies' and children's apparel including batiste, nainsook, flannelette, gingham, percale, voile, etc.

Just the thing for play dresses, aprons, rompers, etc. A worth-while bargain for the thrifty mother.

Remember this is a special offering for our 60 day sale. Remember, too, the number of bundles is limited. Value \$1.79. Sale Price: A bundle of 8 yards for \$98¢ Postage 8¢ extra.

8 YDS.
98¢

10 to 10 1/2 YARDS
\$1.39

10 to 10 1/2 YARDS
\$1.39

4 to 4 1/2 YARDS
99¢



New York Favors These

DRESSES of the last minute style for summer, in the authentic fashion as decreed by Paris and New York. All of them reproduced with slenderizing lines. All provided in sizes up to 56 bust.

Every dress offered has been made up especially for this sale, of the best material, in the best workmanship, and priced so low that you cannot fail to marvel at its value.

Look at them carefully. Note their low prices. Make your selection and send order today. *The Sale Ends August 31st.*

Sizes
34
to
56
Bust

A Dress You Will Wear with Pride and with Confidence

3 N 204—A beautiful quality Voile, so fine that it looks almost like Georgette, is the fashioning fabric of this exclusive model.

And look at its price—only \$5.95! You can easily see what a bargain it is just from the picture. It is just another example of Lane Bryant's policy of High Quality, Low Pricing and Paramount Value.

Richly embellished with ornate embroidery, in fine silk floss, in self and contrasting color. This decorates the fashionable loose side panels and the graceful flare sleeves.

The blouse panels back and front, are bound with self material. The entire underskirt is of Voile, as well as the under-blouse. A wide all-around sash is a youthful contribution.

COLORS: Gray embroidered in gray and Copenhagen blue; or navy blue embroidered in navy and henna. **SIZES:** 34 to 56 bust. Skirt length about 36 inches with wide basted hem. *July-August Sale Price.....\$5.95*
Postage 12¢ extra. **\$5.95**

VOILE

3 N 204
\$5.95

Designed for the Woman Who Likes to Discriminate

3 N 205—Everything about this Dress is delightful; its style, its lovely sheer Normandy Voile, having solid color with Applique dot, and best of all, its very low price.

Soft becomingness, together with slenderizing lines, make it an ideal dress for the stout woman. The all-around overskirt, with hemstitched points, is one of fashion's favorite details, and is being shown on exclusive models this season.

The deep, gracefully shaped revers, always becoming to the full figure, are edged all around with fluted self-color or satin to match the sleeves. Vestee of cream net, Shirred and trimmed with Venise insertion and lace. Self-material sash. Entire underskirt of the voile. Net blouse lining.

COLORS: Navy blue, black or brown, each with white dots. **SIZES:** 34 to 56 bust. Skirt length about 36 inches with wide basted hem. *July-August Sale Price.....\$10.95*
Postage 12¢ extra. **\$10.95**

APPLIQUE
VOILE
3 N 205

\$10.95

"My How Slender
You Look"
Your Friends
Will Say



ALL-SILK
CREPE
DE CHINE
3 N 206

\$19.75

Rich Simplicity
3 N 206—Complimentary
glances will follow your figure
when you wear this one-piece
Frock of All-Silk Crepe de
Chine. A slenderizing style.

Richly embroidered self-color
silk motifs on the skirt, back
and front, and on sleeves.
Ecru embroidered georgette
crepe vestee. Self-material sash.
Jap silk waist lining.

COLORS: Navy blue, black,
or dark brown. **SIZES:** 39 to
56 bust. Skirt length about 36
inches with wide basted hem.
Sale Price...

Postage 12¢ extra **\$19.75**



APPLIQUE
VOILE
3 N 207

\$12.95



MIGNONETTE
3 N 208

\$17.85

White or Navy Ground
3 N 207—Exclusive Frock of
Normandy Voile with an Applique dot.
Voile to match dot edges the white organdie collar,
the blouse panel, back and front, the girdle, and cuff on
the skirt draperies.

Cordings and buttons of taffeta trim the sleeves and neck.
Net waist lining.

COLORS: White with black
dot, white with blue dot, or
navy blue with white dot.
SIZES: 39 to 56 bust. Skirt
length about 36 inches. Wide
basted hem. *Price \$12.95*
Post. 12¢ extra **\$12.95**

**Provided
in Sizes**

up to 56 Bust

3 N 208—Youthful Dress of Fibre-Silk
Mignonette, fashioned on straight and
slenderizing lines. Sizes up to 56 bust.

The blouse is made richly ornate by
ribbonzine embroidery in self-color, and
iridescent beads. Fashionable round neck
and long sleeves with flare cuffs.

Side draperies falling in points, front and
back. Narrow self-material sash. Waist
lining of self-color Jap silk.

COLORS: Dark brown, black or navy
blue. **SIZES:** 38 to 56 bust. Skirt length
36 inches. Basted hem. *Price \$17.85*
Postage 12¢ extra **\$17.85**

Sizes
36 to 56
Bust



\$19.85

Flatteringly Youthful

3 N 209—You will easily look years younger in this adorable Dress of Imported Dotted Swiss! It is the personification of youth and freshness, and very slenderizing.

Panel on blouse, both back and front, and four panels on skirt. These are bound with self-color organdie, to match fluted collar and cuffs. Net waist lining.

COLORS: Black or navy blue, each with a white dot. SIZES: 36 to 56 bust. Skirt length 36 inches. Basted hem. **Postage 10¢ extra. \$19.85**



\$2.95

Hand-Embroidered
3 N 210—This adorable Dress is ideal for stout women. Of fine quality All-Silk Georgette Crepe, beautifully hand-embroidered, back and front, in self-color silk. It comes in sizes up to 56 bust.

Becoming collar, tuxedo style and finely tucked vestee. Side draperies, picot edged. Sash of self material. Lined throughout with self-color Jap silk.

COLORS: Navy blue, or black. SIZES: 38 to 56 bust. Skirt length about 36 inches. Basted hem. **Postage 12¢ extra \$22.95**

**IMPORTED
FRENCH
LINEN
3 N 211**

\$14.95

Imported Linen

3 N 211—One of our smartest and most exclusive models. One-piece Frock of Imported French Linen, made on youthful straight lines. Equally becoming to slim or stout figure.

Its individuality rests in the many rows of hemstitching, each row finished with a white pearl button. Rows of embroidery and lace trim vestee.

COLORS: Rich leaf brown, oyster white or lavender. SIZES: 36 to 56 bust. Entire length about 52 inches. Wide basted hem. **Postage 12¢ extra \$14.95**

Wait Until You
See Yourself
in One of
these Dresses



Dresses that
Appeal for
their Style
as well as
their Price



4 N 205—Fine quality Amoskeag Chambray makes this One-piece Dress of solid color.

Checked gingham in self color makes its collar, cuffs, vestee, sash and pocket tabs. Practical model, on slenderizing lines, up to size 56.

COLORS: Green, lavender or Copenhagen. SIZES: 34 to 56 bust. Entire length 51 inches. Sale Price... Post. 6¢ extra. **\$2.59**

3 N 219—Youthful, one-piece Frock of Tissue Voile. Designed on becoming lines, up to size 56 bust.

Imported, white cross-bar organdie, hemstitched, makes the collar and cuffs and finely tucked vestee.

COLORS: Copenhagen blue, wistaria or brown. SIZES: 34 to 56 bust. Entire length about 52 inches with wide hem. Sale Price... Post. 10¢ ex. **\$4.95**

Four Slenderizing Dresses in Sizes Up to 56 Bust

3 N 218—Dress of fine Printed Voile for \$3.49, designed to slenderize.

White organdie makes the collar and trims the cuffs and reveres. Organdie with rows of hemstitching makes the effective vestee.

COLORS: Blue-and-white, black-and-white, or brown-and-white. SIZES: 36 to 56 bust. Skirt length 36 inches. Wide hem... Post. 10¢ ex. **\$3.49**

4 N 204—One-piece Dress of good quality Checked Gingham made in a straight-down style, with a narrow sash belt.

Collar and vestee, are edged with pointed fluting of organdie.

COLORS: Blue-and-white, green-and-white, or lavender-and-white. SIZES: 34 to 56 bust. Entire length about 51 inches. Wide hem. Sale Price... Post 6¢ extra. **\$2.29**

TISSUE
VOILE
3 N 219
\$4.95

VOILE
3 N 218
\$3.49

GINGHAM
4 N 204
\$2.29

"We Challenge Comparison"



4 N 200

89¢

4 N 201

98¢

4 N 202

\$1.29

4 N 203

\$1.49

Unusual Value

4 N 200—You can't afford *not* to buy this Bungalow Apron, a wonderful bargain, for 89¢.

Slip into one of these aprons the first thing in the morning, and you need not worry about looking neat enough to greet the grocer, butcher and your neighbor.

Of fine quality, striped Gingham, in straight-line style with kimono sleeves. Trimmed with white rick-rack braid. Entire length about 51 inches. Blue-and-white only.

SIZES: 34 to 56 bust. July-August Sale Price... **89¢**
Postage 6¢ extra. **89¢**

Trim and Smart

4 N 201—Do you look like this in the morning? You should, when for 98¢ you can buy this smart, well-fitting Bungalow Apron of good quality striped Percaline in Indigo Blue.

The skirt is attached to the waist in front with a wide belt, which ends in a sash in back. Front panel, neck, belt, pockets, and kimono sleeves are piped with white. Buttons at side front.

Good material and smart style. Entire length about 51 inches. SIZES: 34 to 56 bust. Sale Price... **98¢**
Postage 6¢ extra. **98¢**

Blue
or Tan
Chambray
Only
\$1.29

4 N 202—A bargain in a Bungalow Apron in fine quality Chambray. Straight-line, kimono style. Belt stitched in front and edged with self-color checked piping. Sash in back. Buttons at side front. Length about 51 inches. COLORS: Blue or tan. SIZES: 34 to 56 bust. July-August Sale Price... **\$1.29**
Postage 6¢ extra. **\$1.29**

Very Inexpensive

4 N 203—Look at this bargain in a Bungalow Apron! Just look at its low price and good style.

Why at our bargain price, you can afford several of these becoming bungalow aprons!

Made of two-tone plaid Gingham with solid color chambray for the collar, cuffs and pocket tabs. These are edged with rick-rack braid. Sash is attached in front to give panel effect and ties in back. Kimono sleeves. Fastens at side front. Length 51 inches.

COLORS: Blue, pink or lavender. SIZES: 34 to 56 bust. July-August Sale Price... **\$1.49**
Postage 6¢ extra. **\$1.49**

Values in Crepe Robes for Summer Comfort



Serpentine Crepe

5 N 200

\$1.98

5 N 201

\$2.49

5 N 202

\$2.98

Sizes 34 to 56 Bust

Paisley Trimmed

5 N 200—You have never seen a Bargain that can beat this one for value. A full length Kimono of fine quality Serpentine Crepe, only \$1.98.

The V-neck and simulated collar, as well as the sleeves and deep raglan armholes, are trimmed with crepe in a lovely Paisley effect of most attractive colorings. Opens down front. Narrow sash.

COLORS: Copenhagen blue, rose or lavender. SIZES: 34 to 56 bust. Length about 51 inches. Do get one of these—**NOW. Sale Price \$1.98**

Postage 4¢ extra. **\$1.98**

Japanese Kimono

5 N 201—This is the most beautiful Kimono we have ever seen for the price.

Everything about it is Japanese; the Crepe, the design and the style, with its fan-like sleeves that give such a graceful line across the shoulders in back. Long Tuxedo collar and all around sash-belt.

You will find this kimono a beauty, 'way beyond what you can imagine from the picture.

COLORS: Rose, wistaria, or Copenhagen blue. SIZES: 34 to 56 bust. Length about 51 ins. **Sale Price \$2.49**

Hand Embroidered

5 N 202—If you love nice things you will be delighted with this Kimono of fine quality Serpentine Crepe. The back and front are Hand Embroidered in Silk Floss of self and contrasting color.

Slip-over style, with a V-neck. Narrow all around sash-slips through hand-embroidered eyelets, front and back. As a lounging robe, this is exactly what you want.

COLORS: Rose, Copenhagen blue or lavender. SIZES: 34 to 56 bust. Length about 51 ins. **Sale Price \$2.98**

Special Summer Bargain

5 N 203—Look at this Mid-Summer Special. A dainty Sacque of Serpentine Crepe with an attractive floral design. Comfortable and cool.

Collar and sleeves are bound with self-color satin. A sash-belt holds the sacque neatly at the waistline. **COLORS: Rose, Copenhagen blue or lavender. SIZES: 34 to 56 bust. Cut full and roomy. July-August Sale Price \$1.49**

Postage 4¢ extra. **\$1.49**



5 N 204

Hair Nets 95¢

5 N 204—Invisible Kleanet Hair Nets, sold everywhere at 15¢ each, offered as an Introductory offer to Lane Bryant customers at 12 for 95¢.

Woven of long, selected strands of human hair. Invisible. Sanitary. Absolutely full size.

COLORS: Black, blonde, light brown, medium brown, dark brown or auburn. Cap or Fringe shape; single or double mesh. State color, style and mesh desired.

12 for 95¢
Postage 5¢ extra.

Another Hair Net Special

5 N 205—Special offering of Cap-Shape single-mesh Hair Nets of the quality that ordinarily retails from 50 to 89 cents per dozen.

COLORS: Black, blonde, light brown, medium brown, dark brown or auburn. Sale Price

12 for 39¢
Postage extra.



Clever
New-Mode
Styles at
Lowest
Prices

34 to 56
Bust



\$16.00

IN 200
ALL-WOOL
VELOUR

Big Bargain in a Smart Cape

1 N 200—The Cape, for dress wear, holds first place in wraps this season, and especially when made of fine quality All-Wool Velour.

Slightly fitted at the shoulders, it falls gracefully in back, while the front is confined by a narrow sash belt coming through the slits at sides. The long shawl collar, fastening very low, contributes a becoming, slenderizing line. Slits for the arms, and two side pockets are convenient features. Unlined.

COLORS: Reindeer, tan or black. SIZES: 34 to 56 bust. Length about 45 inches. You will marvel at the style and quality of this wrap. *July-August Sale Price*..... \$16.00
Postage 18¢ extra. \$16.00

\$12.95

IN 201
ALL-WOOL
POLO COAT

Fashionable Top Coat

1 N 201—This season the Swaggy Top Coat holds a most important place in the wardrobe of the smartly dressed woman. Here is one at a special price that will delight you.

A practical All-Wool Polo Coat with raglan sleeves. A wide pleat in back stitched in self-color twist, is a smart feature. The patch pockets and deep cuffs are stitched to match. Snappy narrow belt with metal buckle. Unlined. Bound seams.

COLORS: Reindeer, tan or caramel. SIZES: 34 to 56 bust. Length about 40 inches. This is a remarkable coat for the low price. We guarantee your satisfaction. *Sale Price*..... \$12.95
Postage 18¢ extra. \$12.95

ALL-SILK
TAFFETA
IN 202

\$17.95

WORSTED
MOHAIR
IN 203

\$11.95

In Either of
Two Materials

1 N 202—Tremendous bargain in a Coat of fine quality All-Silk Taffeta with an all-around belt of self material. Two patch pockets with a center pleat, silk stitching and a row of covered buttons. Turn-back cuffs to match.

Large convertible collar, silk stitched. Two inverted pleats in back, finished with silk arrow-heads. Self-lined yoke.

Black only. SIZES: 39 to 55 bust. Length about 48 inches. *Sale Price*..... \$17.95
Postage 18¢ extra.

1 N 203—The same Model as 1 N 202—developed in a fine quality Worsted Mohair. COLOR: Navy blue, black or gray. SIZES: 39 to 55, bust. Length about 48 inches. *July-August Sale Price*..... \$11.95
Postage 18¢ extra. \$11.95

Never! Never! Have You Seen Such Style and Value Bargains

All-Silk Crepe de Chine, Only \$4.98

7 N 26—In this Waist we are offering you one of our finest bargains, and you will think so, too, when you receive this blouse.

It is made of fine quality All-Silk Crepe de Chine, in a most becoming style. Embroidery on the collar is exquisitely done in a lovely design. Narrow lace, in Filet pattern trims collar and turn-back cuffs. A group of fine tucks at each side of the opening is a slenderizing feature. Elastic waistband.

COLORS: White, flesh-pink, bisque or navy blue. SIZES: 36 to 56 inch bust. Postage 4¢ extra. \$4.98

ALL-SILK
CREPE
DE CHINE
7 N 26

\$4.98

WAIST
7 N 105 \$2.98

French Voile Blouse, \$2.98

7 N 105—Never was any style Blouse so popular or so universally becoming as this model, with its round Peter Pan collar, finely tucked, trimmed with Venise lace, and edged with narrow Filet-pattern lace. Made of fine quality White French Voile.

An unusual effect is contributed to the vestee by narrow crosswise tucks, with rows of narrow tucks at each side.

SIZES: 34 to 56 bust. This blouse is so youthful and so becoming. Order one today.

Sale Price. Post. 4¢ ex. \$2.98



Sleeveless Dress

3 N 101—This is one of our biggest bargains for stout women. A sleeveless Jumper Dress of good quality All-Wool Serge.

Hand-embroidery in silk floss is the ornate trimming which gives a rich look to the smart pockets, neck and armholes. An inverted pleat in back, gives desirable fullness. Long sash-belt of self material. A dress that can be worn with comfort all the year round. For waist see description above.

COLORS: Navy blue or black. SIZES: 34 to 56 bust. Entire length about 52 inches. Waist not included. Price \$5.95 Postage 12¢ extra. \$5.95

7 N 201
VOILE
98¢

A Value Unequalled

7 N 201—And look at this bargain! When have you seen a White Voile Waist in large sizes that could equal this one at 98¢?

The lengthwise tucks in front give the slender lines so becoming to the stout figure.

Floral embroidery forms the decoration for the stylish Tuxedo collar and vestee, and Val lace finishes them all around. Three-quarter length sleeves with turnback cuffs. Elastic waistline. A real bargain.

SIZES: 34 to 56 bust. Send in your order for this blouse today. Our supply is limited.

July-August Sale Price. Postage 4¢ extra 98¢

Something Quite New

7 N 202—Quite the newest thing in a White Voile Blouse, is this one trimmed with pointed fluting stitched in self color.

And for \$1.89. Is't that like the bargain price of the good days, long ago? And it comes in sizes up to 56 bust.

Tuxedo collar and square neck vestee. A double row of fluting on the vestee, set off by a row of pearl buttons, is an artistic touch, that matches the collar and flare cuffs. Two pleats in front. Invisible side front closing. Tape at waist line.

SIZES: 34 to 56 bust. July-August Sale Price. Postage 4¢ extra \$1.89

SILK
PONGEE
7 N 205

\$398

Bargain in a Pongee Blouse
7 N 205—And it is a bargain, too! One of the finest you have ever seen, in a Blouse of All-Silk Pongee, always so practical and becoming. The collar is Tuxedo style, richly embroidered and scalloped in self-color silk. Pin tucks emphasize the slenderizing effect of the square neck vestee. Turn-back cuffs give a neat finish to the tailored sleeves.

Natural Tan Only. SIZES: 34 to 56 bust. You will find this waist will wear and launder beautifully, giving you 100% satisfaction for the small cost. *Sale Price*.....\$3.98
Postage 4¢ extra. \$3.98

**You Can't Imagine,
Can You, Any
Greater Values
at Such Prices?**



7 N 204
VOILE
REAL FILET

\$298

Beautifully Embroidered
7 N 203—To wear with your Tweed Sport Suit, with a skirt, or with a colored linen Jumper Dress. Won't it look pretty.

This Blouse is of fine quality White Voile, with its Tuxedo collar, vestee, and cuffs embroidered in a quaint dot and straight stitch design, in assorted colors.

Hemstitching and Venise lace edge the collar and Vestee. The same lace finishes the pretty flare cuff. Many fine tucks in the vestee, and two wider tucks add to the slenderizing style of the blouse.

SIZES: 34 to 56 bust. It is a beauty and you will enjoy wearing it. *Sale Price*.....\$1.98
Postage 4¢ extra. \$1.98

Easily Worth \$5.00

7 N 204—Isn't this adorable? A Blouse of fine White Voile. Real Filet lace on the collar and vestee, with rows and rows of fine double hemstitching. Can you imagine it, for \$2.98?

In every detail this exquisite waist has the look of at least any \$5.00 model. All the seams are hemstitched. Fine Val lace edges collar and turnback cuffs. Rows of fine tucks and hemstitching add a most exclusive touch to vestee and collar. And the lace is real hand-made filet.

SIZES: 34 to 56 bust. You'll be lucky if you ever again run across such a bargain. *July-August Sale Price*.....\$2.98
Postage 4¢ extra. \$2.98

"Three-Piece" Suit

2 N 202—Suit of Fibre-Silk Mignonette, consisting of a Slip-on Sleeveless Dress and Tuxedo-collared coat, the combination known as the "Three-Piece" Suit.

The dress is sleeveless with V-neck, patch pockets and narrow sash-belt. The coat has three narrow box pleats in back and a pleat on each pocket, a tuxedo collar, and a sash belt. Waist not included. See No. 7 N 107.

The coat, used as a sport sweater, is very charming.

COLORS: Black or navy blue. SIZES: 34 to 56 bust. Entire length of dress about 31 inches. Wide hem. Coat length about 32 inches. *Sale Price*.....\$19.85
Postage 18¢ extra. \$19.85

WAIST 7 N 107
\$169

Net Blouse

7 N 107—For use with your Jumper dress, a skirt or even with your two-piece suit, you could not find a daintier Blouse than this. Very serviceable. It is of White Net with a becoming "Peter Pan" collar, edged with two rows of Val lace. Rows of wide insertion, and rows of Val lace trim front. The sleeves are elbow length, with turn-back cuffs trimmed with Val lace. Elastic at waist. SIZES: 34 to 56 bust. *Sale Price*.....\$1.69
Post. 4¢ ex. \$1.69



SILK
MIGNONETTE

2 N 202

\$1985



SATIN WAIST
NAVY BLUE
OR BLACK
7 N 103

\$4.98

ALL-WOOL
PRUNELLA

6 N 200
\$8.95

2 N 200
\$13.98

ALL-WOOL
JERSEY

All-Wool Heather Jersey "Three-Piece" Suit
2 N 200—"Three-Piece" Suit, Dress and Coat of All-Wool Heather Jersey. The dress is a sleeveless style, with deep V-neck and armholes. Two patch pockets with inverted pleats buttoning on dress match the pockets on the coat. Self-material sash. Looks well with waist No. 7 N 103.

The coat is a slenderizing model with inverted pleat in back, tuxedo collar, and all-around belt.

COLORS: Brown or oxford gray. SIZES: 34 to 56 bust. Entire length about 50 inches with wide hem. Jacket about 32 inches. Price (waist not included) **\$13.98**

Postage 15¢ extra. **\$13.98**
7 N 103—Satin Waist, with satin fluting, and buttons. Elastic waistline. COLORS: Navy blue or black. SIZES: 36 to 56 bust. July-August Sale Price.....
Postage 4¢ extra. **\$4.98**

For Stout Women

Two Big Values in Skirts

6 N 200—Practical and serviceable Skirt of Striped All-Wool Prunella Cloth.

It is box-pleated all around and shows the fancy-stripe in the underfolds. The effect is very smart and extremely slenderizing. Detachable button-trimmed belt.

COLORS: Brown with tan stripe, navy with tan stripe, or black with gray stripe. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide hem.

Sale Price.....
Postage 10¢ ex. **\$8.95**

6 N 203—Smart Skirt of lustrous Venetian Suri Satin, resembling silk satin, which looks well with a dressy blouse or your sport sweater.

You will find this skirt as comfortable as it is serviceable. Pearl buttons with bound Button Holes trim the pockets. Slight gathers all around.

Detachable belt fastened with a pearl button.

White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide basted hem. Launders beautifully, retaining lustre. Sale Price.....
Postage 8¢ extra. **\$3.45**

Smart and Serviceable Wash Skirt

6 N 202—Smart Satin-Striped Gabardine Skirt that is a worth-while bargain. It is sure to give lasting satisfaction in wear and laundering.

Expert tailoring is displayed in the straight pockets, smartly trimmed with a row of Pearl buttons.

This is a full-cut skirt, and is gathered in back under detachable belt to add desirable fullness. Belt finished with one button. White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide basted hem. A most unusual value. Summer Sale Price. Po. 8¢ ex. **\$2.69**

in back under detachable belt to add desirable fullness. Belt finished with one button. White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide basted hem. A most unusual value. Summer Sale Price. Po. 8¢ ex. **\$2.69**

SATIN
STRIPED
GABARDINE

6 N 202
\$2.69

Handsome Novelty Crepe Skirt

6 N 205—For a handsome dress skirt for sport or street, you simply cannot imagine one more attractive than this. It is quite the smartest fabric of the season, a Crepe Silk Plaid. The background is a rich crepe, while a fine silk thread is woven through to give plaid effect.

The narrow pocket straps held by a large pearl button, have a slenderizing effect and add a smart touch. Detachable belt. Slightly gathered to make it becomingly full and comfortable for stout women.

COLORS: Black, or white. SIZES: 28 to 45 inches waist measure. Length about 37 inches, with wide basted hem. A skirt to wear with your sheer blouses. Exceptionally good value. *Sale Price*..... \$7.95
Postage 8¢ extra.

\$7.95



CREPE
SILK
PLAID

6 N 205
\$7.95



GABARDINE
6 N 201
\$1.98

SIZES
Up to 45 Waist

Smart and Youthful Models

6 N 201—This inexpensive Gabardine skirt will give you wonderful service. It will launder splendidly over and over again.

Slightly gathered in back, under the detachable belt, and trimmed in front with stylish pockets finished with pearl buttons. A large pearl button and button-hole fasten the belt.

White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches, with wide basted hem. No material makes a more practical summer wash-skirt. Very becoming. *Sale Price*..... \$1.98
Postage 8¢ extra.

\$1.98

6 N 204—One of our smartest skirts of Fibre-Silk Satin, a rich lustrous fabric, washes beautifully.

Ideal for the summer dress skirt or for sports wear. Just as becoming to the stout as to the slender figure. Pockets have pearl buttons. Detachable belt.

COLORS: Black, or white. SIZES: 28 to 45 inches waist. Length about 37 inches, with wide basted hem. *Price*..... \$6.95
Postage 8¢ extra.

\$6.95

TWO-PIECE COSTUME
You May Order Cape or Skirt Separately

CAPE
IN 204
\$9.85

SKIRT
6 N 206
\$4.98

CAPE
AND
SKIRT
2 N 201
\$13.95

HOMESPUN
MIXTURE

Season's Smartest Costume

2 N 201—This, we think, is one of the season's smartest costumes, and every woman, who likes to have the newest, smartest apparel, will want to order it. The favorite of fashion this year. All-Wool Homespun Mixture is its fabric.

The Cape has a tuxedo collar its entire length, with two slits for the arms. Two short straps fasten front.

The Skirt has two slit pockets, and detachable belt.

Light Brown only. SIZES: 34 to 56 bust. Cape length about 40 inches, skirt length about 37 inches. *Postage 18¢ extra.* **\$13.95**

1 N 204—Cape, ordered separately. *Price*..... \$9.85
Postage 10¢ extra.

6 N 206—Skirt—28 to 45 ins. waist. *Price*..... \$4.98
Postage 10¢ extra.

Buy
Now and
Save



11 N 71
79¢

Chemise

11 N 71—A big reduction has been made in this Knitted Envelope Chemise of fine quality light weight White Cotton, with shaped body, carefully proportioned to fit the stout figure comfortably.

French band top with drawstring.

SIZES: 34 to 56 bust. Order your summer supply today. Sale ends August 31st. Sale Price... 79¢ Postage 4¢ extra. 79¢

COTTON
JERSEY
NAVY or
BLACK



11 N 204
11 N 205
89¢ UP

Bargain In Pantalettes

The practicability of the Pantalette has been proven by its popularity among discriminating women.

As a special offering for this sale we have made up this one, of fine Cotton Jersey.

It is roomily cut to insure comfort to the woman of full figure and designed to avoid bulkiness around the hips.

Double row of elastic at ankles. Reinforced crotch. Elastic waist.

COLORS: Black or navy.

LENGTHS: 34 to 40 inches.

11 N 204—60 inches hip measure. Price... 89¢

11 N 205—70 inches hip measure. Price... 98¢

Postage 3¢ extra on each.

3 for 77¢

Big Bargain

11 N 86—What do you think of this for a big sale bargain—3 Extra-size Vests for 77¢!

Order them today. Be sure to profit by this bargain.

These vests are of good quality, light weight White Cotton, low neck, and sleeveless. Crocheted neck and armholes. SIZES: 34 to 50 bust

Sale Price... 77¢ Postage 3¢ extra. 3 for 77¢

Postage 3¢ extra on each.

YOUR
CHOICE

2
for
99¢

11 N 201

11 N 202

**Choose Your Favorite Style, Wide or Tight Knee:
Two of Either Model for 99c.**

Here is a rare opportunity and one you can take advantage of. If you prefer a wide knee Union Suit, our No. 11 N 201 will delight you. Or if you are more comfortable in a tight knee style you, too, can profit by ordering No. 11 N 202. Two of either style for 99c. This is a special offering for our July-August Sale. Order your favorite style today, for the sale ends August 31st.

Wide Knee

11 N 201—This model is of Elastic Knit White Cotton in summer weight. Tailored top with durable lace trimming. Open style. Wide lapped seat. Get your share of this bargain in union suits.

SIZES: 34 to 52 bust. Every thrifty woman will avail herself of this chance for economy. Sale Price... 99¢ Postage 6¢ extra. 2 for 99¢

Tight Knee

11 N 202—Big value in a Union Suit of Elastic Knit White Cotton in summer weight. Tailored top with tape at neck. Close fitting knee. Open style. Wide lapped seat. Cut full and roomy.

SIZES: 34 to 52 bust. A rare opportunity of which you should take advantage. Buy NOW. Sale Price... 99¢ Postage 6¢ extra. 2 for 99¢

YOUR CHOICE

49¢
EACH

Swiss Rib

11 N 25

11 N 206

Each of These is a Big Bargain

Swiss Rib Vest

11 N 25—Swiss Rib, light weight, White Cotton Vest, extra elastic and especially designed for the stout woman.

It will fit excellently and prove most serviceable. Crocheted neck and armholes. Tape at neck. Non-slip shoulder straps.

Exceptional value especially reduced for this sale. Send your order now. SIZES: 34 to 56 bust. Sale Price... 49¢ Postage 2¢ extra. 49¢

Extra Long Vest

11 N 206—Exceptional bargain in an extra long light weight Vest of fine White Cotton. We guarantee it to fit you comfortably, and give you excellent service. Order several today.

Low neck, sleeveless and very elastic. Band finished neck and armholes. Non-slip shoulder straps. SIZES: 34 to 56 bust. Sale Price... 49¢ Postage 2¢ extra. 49¢

**Sizes
34 to 56
Bust**

Closed-Crotch Union Suits

II N 73
79¢

II N 203
69¢

**Fine Knit Underwear at Reduced Prices.
Buy Now—Sale Ends August 31st**

Either of these Union Suits is a tremendous bargain. Each is made with the serviceable and popular closed-crotch seat. If you like a bodice top style, here it is; or if you prefer the round neck, we have a bargain for you in that style too.

Round Neck

11 N 73—A closed-crotch Union Suit of good grade, medium light weight, White Cotton, exceptionally elastic.

Made with extra-wide umbrella knee which affords all the convenience of the open-seat style. Tailored top with drawstring. Lace trimmed bottom as pictured.

SIZES: 34 to 56 bust. This is a roomy garment, very low priced for such good quality. Quantity limited. *July-August Sale Price*..... 79¢

Postage 4¢ extra. 79¢

Bodice Top

11 N 203—Exceptional value in a bodice top Union Suit of good quality, medium light weight, White Cotton. Elastic and well fitting.

Closed-crotch style, with popular wide umbrella knee. Shell-stitched lower edge. Bodice top with drawstring.

SIZES: 34 to 52 bust. At a bargain price—so you can afford the comfort of several. Order early. *Our Special Sale Price*..... 69¢

Postage 4¢ extra. 69¢

Special Sale Offer

14 N 201—As a special offering during our sale we have reduced this popular model from \$1.45 to 98¢.

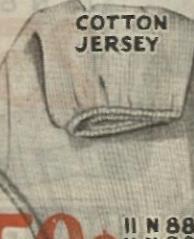
It is the new athletic Union Suit, designed for stout women and found to be extremely comfortable and practical.

Made of checked White Nainsook with knitted insert across back which "gives" with every motion. Extra full. Wide lapped open seat. Wide Knee.

SIZES: 34 to 58 bust. *Special Sale Price*..... 98¢

Postage 2¢ extra. 98¢

**FLESH PINK
COMBED COTTON**



59¢
II N 88
II N 89
UP

II N 74

98¢

**Flesh-Pink Combed
Cotton Union Suit
Cut to Fit**

11 N 74—Only 98¢ for this Flesh-Pink Union Suit of fine quality Combed Cotton, a special offering for this sale. But you must order it before August 31st, for our sale ends then, and our supply of this garment will be quickly exhausted.

Note the "three-piece" cut. This eliminates discomfort from pulling above the waist, where the seam breaks the tension.

Neck and armholes finished in tailored style. Drawstring at neck. Wide shell-stitched knees. Wide lapped seat. Open only.

SIZES: 34 to 56 bust. You will realize your thriftness and sense of economy when you see the value of this bargain Union Suit. *July-August Sale Price*..... 98¢

Postage 4¢ extra. 98¢

YOUR CHOICE

49¢
EACH

II N 208

Two Styles of Knit Drawers—Only 49c. each

Wide Knee

11 N 207—Another Sale Special. Wide Umbrella Knee Drawers of Elastic knit, light-weight White Cotton. Cambric waistband buttoned each side. Close fitting knee. Open style. Full cut. Extremely comfortable for the stout woman of all types.

SIZES: Corresponding to 34 to 56 bust (state bust measure). Matches vest No. 11 N 206, pictured and described on page 18. *Sale Price*..... 49¢

Postage 2¢ extra. 49¢

Tight Knee

11 N 208—Elastic knit Drawers made of light weight White Cotton. Cambric waistband buttoned each side. Close fitting knee. Open style. Full cut. Extremely comfortable for the stout woman of all types.

SIZES: Corresponding to 34 to 56 bust (state bust measure). Matches vest No. 11 N 206, pictured and described on page 18. *Sale Price*..... 49¢

Postage 2¢ extra. 49¢

**Your Choice or Black
Jersey Bloomers**

Send your order today. Secure this bargain. Good quality, light-weight Cotton Jersey Bloomers. Elastic at waist and knee. Reinforced crotch. Durable and roomy width.

COLORS: Flesh-pink or black. Length about 29 in. 11 N 88—56-inch hip measure. *Sale Price*..... 59¢ 11 N 89—68-inch hip measure. *Sale Price*..... 69¢ Postage 2¢ extra on each.

Hose that Are Wide, Extra-Wide and Double-Extra-Wide

ALL BIG BARGAINS



18 N 203
\$1 49

THREAD SILK
EMBROIDERED CLOCKS

Bargain in a Clock-
Embroidered Hose

18 N 203—You simply must have at least one pair of clock-embroidered Silk Hose at this low price, \$1.49. Priced like old times! Thread Silk Hose with silk Lisle

Top. Double strength heels, soles and toes. Seam in back. Extra wide, extra long.

COLORS: Black with white embroidered clocks, or white with black embroidered clocks. SIZES: 9 to 10 $\frac{1}{2}$. Price per pair... \$1.49

Postage 1¢ extra. \$1.49

A
RARE
VALUE

RIBBED TOP
MERCERIZED
LISLE

18 N 3

55¢

Wonderful Value for 55¢

18 N 3—We guarantee this as the finest mercerized Lisle Hose for 55¢ that you have ever seen.

Double strength heels, toes and soles. Deep elastic ribbed top. Extra wide and extra long. Close weave with smooth texture. Seam in back.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10 $\frac{1}{2}$. Designed for stout women.

July-August Sale Price, per pair... 55¢

Postage 1¢ extra. 55¢

18 N 25
89¢

FIBRE AND
THREAD-SILK

Remember This Offer
Lasts Only 60 Days

18 N 25—Only 89¢ for these extra-size Silk Hose. Wonderful bargain. Half Thread Silk, half Fibre-Silk, with lisle garter top.

Double strength heels, soles and toes. Extra wide and extra long. Semi-fashioned.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10 $\frac{1}{2}$. Guaranteed to give satisfaction. A real bargain for 60 days only.

July-August Sale Price, per pair... 89¢

Postage 1¢ extra. 89¢

SALE CLOSES
AUGUST 31st



THREAD
SILK

18 N 10
\$1 69

DOUBLE-EXTRA
SIZE

Hose to Fit the
Stoutest Women

18 N 10—A tremendous bargain in our finest Thread Silk Boot Hose in a quality that will delight you. You will find them a wonderful fit, too. They are double extra-size, larger even than our usual extra sizes.

Beautiful even texture. Semi-fashioned. Double lisle top. High spliced heels, reinforced soles and toes.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10 $\frac{1}{2}$. Double Extra wide and extra long. Very serviceable.

Price per pair... \$1.69

Postage 1¢ extra \$1.69

COMBED
COTTON

18 N 8
25¢

FULL
FASHIONED
SILK LISLE

18 N 9
89¢

DOUBLE-EXTRA SIZES
Larger than Usual Extra Sizes

Practical Bargain

18 N 8—At last you've found a Stocking that will fit you comfortably. No pinching anywhere; no horrible cutting above the knee. In these you can bend with ease and no danger of breaking them out at the knee.

Double extra size hose—a very big stocking of Fine Combed Cotton, double extra wide and extra long. High spliced heels, soles and toes. Seamless.

COLORS: Black, white or unbleached. SIZES: 9 to 10 $\frac{1}{2}$. Order several pairs now while the sale lasts, and save money.

July-August Price... 25¢

Superior Quality

18 N 9—For the woman who needs a very wide Stocking, here is a bargain in just the hose she wants. A special offering for our summer sale. Get your share today for the sale lasts only until August 31st.

Double extra size hose, of Silk Lisle (mercerized). Double extra wide and extra long. Full fashioned, shaped to fit. Reinforced heels, soles and toes.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10 $\frac{1}{2}$. A hose that every thrifty woman will appreciate. Special Price, per pair... 89¢

Postage 1¢ extra 89¢

REGULAR SIZE
FULL-FASHIONED

18 N 204
59¢

Silk-Lisle Hose
In Regular Sizes Only

18 N 204—Let us send you several pairs of these fine quality Imported Silk Lisle (mercerized) Chiffon Hose. They are very sheer and very light in weight. Will fit and feel marvellously on.

Well made in every detail, full fashioned, shaped to fit and double strength heel, toes and soles. Deep garter hem. Regular size width only.

COLORS: Black, white, suede, gray or cordovan brown. SIZES: 8 $\frac{1}{2}$ to 10. Don't miss this wonderful bargain. July-August Sale Price, per pair... 59¢

Postage 1¢ extra 59¢

Big Corset Sale!



New Bust-Confining Corset

17 N 61 17 N 71
For For
Tall Short
Stout Stout
Women Women

New Bust Confining and Reducing Corset

Especially priced for the next 60 days only. So get your order in early. Sale closes August 31st.

This combination reducing Corset and bust confining brassiere is one of the biggest values in Lane Bryant's Book of Bargains.

Whether you are tall and stout or short and stout, you can profit by this corset bargain. It is made in two styles; one to fit correctly the tall figure and one made exclusively for the short stout woman.

The corset is of White Coutil, firmly but flexibly boned with Duplex rust-proof boning. Elastic inserts in front, to reduce the hips. Six hose supporters. Adjustable tape shoulder straps.

Brassiere feature is formed of strong elastic bands shaped into a well curved bust support. This takes care of superfluous flesh and reduces bust. Lacings at sides for comfortable adjustment.

State bust, waist and hip measure, and we will send you correct size.

17N61—For tall stout women; has 10-inch front clasp and 18-inch side length as pictured. SIZES: 26 to 42. Special Sale Price \$4.49 Postage 5¢ extra.

17N71—For short stout women; 9-inch front clasp, 16-inch side length and shorter boning. SIZES: 26 to 42 inches. Special Sale Price \$4.49 Postage 5¢ extra.

How to Order

No two stout women are proportioned exactly the same. Some have extra large hips, some have extra large bust, and some are stout all over. It is therefore necessary that we know all of your measurements in order to send you a correct size corset.

Send us your bust, waist and hip measurements taken over dress, with corset on. Take waist measure rather tightly. We can then send you a corset in a size that will be sure to fit you.

Price Reduction in Popular Corsette

17N201—Look, stout women, at our bargain offering in the Four-in-one-Corsette!

It fills the need of corset, brassiere, bust supporter and hip confiner. And you have never worn anything so cool and comfortable.

Besides ordering a corset, you should order one of these to wear on days when you feel the need of comfort and freedom from stays.

Made of fine quality Flesh-Pink Broche. The front extends over the abdomen, and terminates in two garters to hold it in place. In back, an elastic insert adds ease and comfort and the back extensions with garters attached, confine the hips.

Two bones in back above waistline. Hooks at side under an invisible closing.

You will find this an extremely comfortable and effective supporter to wear for bathing, sport or dancing. Besides being comfortable, the Corsette gives a flatteringly youthful line to the figure.

SIZES: 36 to 56 bust. Reduced Price Postage 4¢ extra. \$1.95

EVERY CORSET on this and the following two pages has been radically reduced for this sale. The selection includes many of the famous Lane Bryant models, each one designed on lines to slenderize the stout figure. If your stoutness is in the bust, there is a bargain corset for you. If it is your hips that are extra large, you too, will find a bargain in a Lane Bryant corset designed for your figure.

Each model represents a tremendous saving to you. Each model has its own individual Lane Bryant feature. Each model serves a special purpose for a special figure. Laced when they come to you to eliminate any inconvenience.

The Lane Bryant guarantee supports each corset. Select yours today. Benefit by this tremendous price slashing. Sale ends August 31st.

17 N 201
\$1.95



FOUR IN ONE
Corsette

Flesh-Pink

Improve Your Figure Today A Style for Every Type!



Special Bargain For "Medium Stouts"

17 N 84—Bargain in a "Comfort" Corset for the medium stout woman, with a low bust and high back. The bust is 2 inches above the waistline. Elastic top in front. High supporting back.

This model has proven by its popularity that it gives the lines, comfort, and service that the stout woman requires. Elastic inserts at bottom assure plenty of comfort.

Made of fine quality Flesh-Pink Coutil with Duplex rust-proof boning. Graduated 9-inch front clasp, three hooks below. Four garters. Special value.

SIZES: 24 to 42. State bust, waist and hip measure and we will send correct size. *Our special Sale Price... \$3.69*

Post. 5¢ extra. **\$3.69**

Abdo-Support At A Bargain Price

17 N 70—Our famous Abdo-Support Corset at a special sale price.

Made of fine quality White Coutil with inside elastic abdominal band at each side, to give proper support and reduce abdomen. Very comfortable. Elastic insert at each side of back gives added comfort and flat effect.

Comfortable high back; medium high bust, 4 inches above waistline. Rust-proof boning. 10½-inch graduated front clasp with hook below. Double garter attachment holds corset in place. Six hose supporters.

White Only. SIZES: 24 to 36. State bust, waist and hip measure and we will send correct size. Send order now. Our Sale Price... \$2.69

Post. 5¢ extra. **\$2.69**

Reduced Price In Topless Girdle

17 N 86—For this "60-day sale" we have reduced the price of this Girdle Corset. We have made it a bargain of exceptional merit. But order early. The sale ends August 31st.

For extra freedom and comfort, for sports or rest wear, select this Topless Girdle Corset of Flesh-Pink Elastic Webbing, alternating with sections of strong Coutil.

Flexible yet restraining, lightly and comfortably boned. Front clasp 8 inches long, with hook below. Four hose supporters. No lacing. Entire length 12 inches. Good value.

SIZES: 24 to 36. State bust, waist and hip measure and we will send correct size. Send order now. *Our Sale Price... \$1.29*

Bargain in a Front Lace Triple-boned Reducing Model

17 N 72—Here is a special Front Lace Corset of splendid lines and unusual durability, reduced for 60 days. Your dresses will always fit smoothly if you wear this front lacing, high back corset, specially designed for the average stout figure. It is a slenderizing model with especially pleasing lines.

Of medium weight Flesh-Pink Coutil. Wide elastic band across bottom in back. Lightly boned tongue under laces. Triple boning at sides. Bust 3½ inches above waistline. Six hose supporters, rust-proof Duplex boning, 10¼-inch front steel.

SIZES: 24 to 42. State bust, waist and hip measure and we will send correct size. Send your order early. This sale ends August 31st. *Sale Price... \$3.69*

Postage 5¢ extra. **\$3.69**

Wear Your Correct Corset Every One A Bargain!

for
Short
Stout
Women

17 N 85
\$1.98



"Short Stout" Model A Bargain

17 N 85—Don't wait another day before getting your correct Corset. Here is a bargain for the short stout woman, and one she should take advantage of. Formerly sold for \$2.95. Order now and save nearly a dollar. You will be more than satisfied with it.

This is a corset designed especially for the woman of short stout figure. Made of strong White Coutil, and exceptionally well boned.

Reinforced over abdomen. Medium bust, 3 inches above waistline, short hip. Graduated 9-inch front clasp, with strong hook below. Six heavy hose supporters.

SIZES: 24 to 36. State bust, waist and hip measure, and we will send correct size. *Price* Post. 5¢ extra. **\$1.98**

17 N 09
\$4.39



Special Corset to Reduce Diaphragm

17 N 09—This is a special bargain offering to the stout woman who wishes to reduce her diaphragm.

Comfortable low-bust Corset for stout women, designed with elastic band inside at top to reduce diaphragm. Keeps flesh from protruding above corset.

Made of Flesh-Pink Coutil. Long hip with comfort-giving elastic insert. Bust 2 inches above waistline. Graduated front clasp 9 inches, two hooks below. Rust-proof Duplex boning. Four garters.

SIZES: 26 to 42 bust. State bust, waist and hip measure. We will send you a corset that is sure to be a correct fit. Excellent value. Order yours today.

Sale Price Post. 5¢ extra. **\$4.39**

17 N 12
\$2.29



Flesh-Pink
Summer-weight
Corset

Summer-Weight Corset Reduced

17 N 12—Get yourself this Corset at our bargain price. You will find it delightfully cool and well ventilated for summer comfort.

Made of strong Flesh-pink Coutil with a deep inset of Flesh-pink Mesh at each hip and smaller mesh inset under the arm. Modeled on correct lines that slenderize the full figure.

Medium bust, 2½ inches above waistline; high back and long hip. Front clasp 9½ inches long, with hook below. Four garters.

SIZES: 24 to 36. State full measurements so we can send a size to fit you.

This is a special summer sale bargain and our offer holds good for only 60 days. *Sale Price* Post. 5¢ extra. **98¢**

17 N 205
98¢



Hooks
at
Side

Bust
Supporting
Comfort
Brassiere

Flesh-Pink
Can be worn
with or without
Corset

Only 98c. For This Comfortable Flesh-Pink Brassiere

17 N 205—For our "sixty-day" sale, we have marked this Brassiere to the very low price of 98¢. Stout women will find it ideal as a bust support.

Can be worn without a corset or over a corset. This style brassiere is excellent for swimming, for it confines the bust and supports the hose at the same time.

Made of Flesh-Pink Broche with tape shoulder straps. The front is designed to extend down over the abdomen and terminates in two garters which hold it firmly in place. Hooks under arm. Laces in back, giving perfect adjustment. Light boning provides comfortable support in back. An "all-around" comfortable brassiere.

SIZES: 34 to 56 bust. Don't miss this bargain. *Special July-August Sale Price* Postage 4¢ extra. **98¢**



Abdo-Reduso Corsellette
Sizes Up to 56 Bust.

17 N 204—For summer comfort you simply could not wear a more satisfactory support than our Abdo-Reduso Corsellette of Flesh-Pink Brocade.

A wide Abdo-band of good quality elastic fastens underneath the front panel and keeps the corsellette in place. Garters in back restrain hips. Drawstring at top. Plush lined hooks. SIZES: 36 to 56 bust. Sale Price Postage 5¢ extra. **\$2.98**

Sport Girdle

17 N 69—For \$1.98 you can buy this Topless Elastic-Side Sport Girdle; you really ought to order two, one for morning use and an extra one to wear when you want to look your trimmest.

Flesh - Pink Coutil with wide elastic sections at sides. Front lacing.

SIZES: 24 to 36. A bargain. Sale Price Postage 5¢ ex. **\$1.98**

Girdle for 98¢

17 N 202—Back to the days of a corset priced under a dollar, 98¢ for this Flesh-Pink Coutil Girdle, with wide side insets of elastic.

For the youthful figure, and for sports wear, you will find this corset ideal. Four hose supporters.

SIZES: 24 to 36. State bust, waist, and hip measurements. *July-August* Sale Price.

Postage 5¢ extra. **98¢**

FLESH
PINK
17 N 204

\$2.98

17 N 10
\$3.49

Sale Special

17 N 203—Bargain in a light weight Corset of Flesh-Pink Brocade, designed on slenderizing lines so desirable for stout women.

Comfort-giving elastic inserts at the top. Four hose supporters. Plush lining under hooks in front.

SIZES: 24 to 36. State bust, hip and waist measures. Sale Price Post. 5¢ extra. **\$2.49**

Comfort Corsellette

17 N 10—Special Sale offering in a comfort-giving Corsellette of Flesh-Pink Brocade.

Full-length elastic section at side - back and elastic insert at side confine hips. Strong boning at side and back gives ample support. Tape shoulder straps. Lace trimmed top. Closed at center back. Four garters.

SIZES: 38 to 56 bust. A bargain. Price Post. 5¢ extra. **\$3.49**



Flesh-Pink
Back Supporting
Hip Reducing
Corselette

Lane Bryant

July-August

2 for
59¢



FLESH-PINK
13 N 201

Bargain in Bandeau Brassieres
13 N 201—59¢ for two Brassieres! A special offering for this sale only. Ordinarily one alone sells for that.

Both Flesh-Pink. Open in back. One of Brocade—the other of Tricot. The tricot model has elastic inset in back.

SIZES: 34 to 52 bust. Big bargain for our *July-August Sale*. Two Brassieres (one of each style) for.....

Postage 3¢ extra. 59¢

2 for
69¢



13 N 202

Another Big Brassiere Bargain

13 N 202—Another bargain offer; but do not delay, as our stock is limited. White Muslin bust confining Brassiere, 2 for 69¢. Top trimmed with wide embroidery. Scallop trimmed armholes and back. Invisible front closing.

SIZES: 34 to 52 bust. It would be hard to select two better models. Two Brassieres (one of each style) for.....

Postage 3¢ extra. 69¢

13 N 207
13 N 208
59¢

FLESH-PINK

13 N 204
59¢

FLESH
PINK

13 N 10
69¢

13 N 205
13 N 206
89¢

FLESH
PINK

Front or Back Closing

Very youthful model in a Bandeau Brassiere of Flesh-Pink Broche with self-color braid finishing the top. Pink tape shoulder straps. Elastic waistline.

13 N 207—Invisible closing in back. SIZES: 34 to 52 bust.

July-August Sale Price.....

Postage 2¢ extra. 59¢

13 N 208—Fastens in front with invisible closing. SIZES: 34 to 52 bust.

Sale Price.....

Postage 2¢ extra 59¢

13 N 5
55¢

13 N 203
59¢

HOOKS
AT
SIDE

Front or Back Closing

Unusual reduction in a Flesh-Pink Bust-Reducing Brassiere. The entire front section is of Elastic webbing and the back is of Cambric. The front section is knit to conform to the shape of the bust. Tape shoulder straps.

13 N 205—Hooks in back. SIZES: 34 to 52 bust. 89¢

Postage 2¢ extra. 89¢
13 N 206—Invisible front closing. 34 to 52 bust. 89¢

Postage 2¢ extra. 89¢

All-Lace Model

13 N 209—Bargain in an All-Lace Brassiere in Cluny pattern, front and back alike, as pictured. Invisible front closing. White Only. Serviceable and neat.

SIZES: 34 to 56 bust.

Special Price.....

Post. 2¢ extra. 89¢

13 N 5—Brassiere of durable White Cambric. Boning at back and sides. Tape shoulder straps. Front closing. Laces in back as pictured in small view. SIZES: 34 to 54 bust. *Sale Price*..... 55¢ *Post. 2¢ extra. 55¢*

13 N 204—Brassiere and Diaphragm Reducer, of Flesh-Pink Cambric. Front section extends over diaphragm with rubber inserts at each side. Hooks at side. SIZES: 34 to 56 bust.

Sale Price.....

Post. 2¢ extra. 59¢

13 N 203—Brassiere of heavy White Muslin trimmed with Cluny pattern lace. Reinforced under arms. Closes in front. A real good value.

SIZES: 34 to 56 bust.

Sale Price.....

Post. 2¢ extra. 59¢

White Cambric

13 N 10—Bust-confining Brassiere of linen-finished White Cambric. Reinforced under arms. Braid trimmed top. Closes in front as pictured.

SIZES: 34 to 56 bust.

Sale Price.....

Post. 2¢ extra. 69¢

Sizes from
34 to 56 Bust

PRICES CUT

Big Sale of Gowns



Hand-Embroidered Night Gowns

14 N 203—Hand-Embroidered French knots in lovely pastel colors, distinguish this Nightgown, of soft Flesh-Pink Nainsook. Very serviceable grade for laundering, and very dainty looking. Val lace edges the neck and sleeves, and shirrings each side give becoming fullness. Ribbon drawstring.

SIZES: 34 to 56 bust. A lovely gown of superior quality and a very special value. *Price...*

Postage 4¢ extra **\$1.49**



Tremendous Value

14 N 204—Dainty Nightgown of good quality White Nainsook, priced surprisingly low. Embroidery trims round neck and short sleeves. Satin ribbon is run through neck. SIZES: 34 to 56 bust. *July-August Sale Price...*

Postage 4¢ extra **98¢**

Noteworthy Bargain

14 N 207—A worth-while bargain indeed, in a White Nainsook Nightgown. Blue featherstitching outlines the neck and the arm edges. Shirred in front. SIZES: 34 to 56 bust. Extra wide and extra long. *Sale Price...*

Postage 4¢ extra **75¢**



Camisole of Washable Satin

19 N 202—Here is one of the finest Camisoles you could select. Made of beautiful quality Washable Satin, very lustrous, soft and durable. Tailored finish along neck and armhole edges in newest style. This is the ideally practical camisole to wear under your dark sheer frocks.

COLORS: Brown, black or navy blue. SIZES: 34 to 56 bust. *July-August Sale Price...*

Postage 3¢ extra **\$1.98**



Val Lace Trimmed

14 N 210—Envelope Chemise of White Nainsook for stout women. This is about the finest, softest, and most exquisite chemise we have ever seen for this low price. And you will think so, too.

Fine Val lace combined with inserts of embroidery trim front. Lace edging, Ribbon ornament and drawstring.

Several rows of shirring in front add a soft, desirable fullness. Order now.

SIZES: 34 to 56 bust. *Price...*

Postage 3¢ extra **98¢**

A Big Bargain

14 N 211—An extremely dainty and serviceable Envelope Chemise made with bodice top of fine quality White Nainsook, beautifully hemstitched in blue.

The stitching appears on the shoulder straps, at the top, and in two rows to form a yoke effect. Shirring in blue adds desirable fullness in front.

SIZES: 34 to 56 bust. A very serviceable chemise. And you should order several while this opportunity is offered to you. Do it today. *Sale Price...*

Postage 3¢ extra **69¢**

LOWEST YET

Camisoles and Envelope Chemises

Sale Ends
August 31st



Bargain in a Long-Sleeve Gown
14 N 205—Big bargain in a long-sleeve, full-cut Nightgown of White Nainsook. A ruffle of fine embroidery finishes neck and sleeves. Cluster tucks trim the front yoke, and the back yoke is made double for added strength. Extra wide, extra long. SIZES: 34 to 56 bust. *Price*.....**98¢**
Postage 4¢ extra. **98¢**



Exceptionally Good Value
14 N 206—A big bargain indeed. You will marvel at the good quality and neat style of this dainty White Nainsook Gown. Featherstitching outlines the yoke, the neck and the arm edges. Shirrings in front. SIZES: 34 to 56 bust. Extra wide and extra long. *Our Sale Price*.....**95¢**
Postage 4¢ extra. **95¢**



Val Lace Embroidery
14 N 202—One of our finest Nightgowns of very fine soft White Nainsook, handsomely trimmed with fine Val lace combined with insets of embroidery. Satin ribbon is run through neck and yoke, which is finished with a ribbon bow. This is a lovely gown, and a remarkable value. SIZES: 34 to 56 bust. Cut full and roomy. *Sale Price*.....
Postage 4¢ extra. **\$1.85**



Very Low Priced

14 N 209—Envelope Chemise of durable White Nainsook marked to a very low price. Trimmed with neat embroidery edge at neck and armholes. Ribbon drawstring. Cut full and roomy to insure comfort to the full figure.

Will wear well and launder perfectly. SIZES: 34 to 56 bust. *Sale Price*.....**89¢**
Postage 3¢ extra. **89¢**

Pastel Embroidery

14 N 208—A Hand-Embroidered French knot design in pastel shades, ornaments the front of this Envelope Chemise of soft White Nainsook. Hemstitching all around bottom and at top. A cluster of very fine tucks trims the front. Ribbon drawstring at neck.

Get yourself several of these attractive Chemise. They are a worth-while bargain. SIZES: 34 to 56 bust. *Sale Price*.....**\$1.29**
Postage 3¢ extra. **\$1.29**



For Dressy Wear

19 N 201—For dainty appearance, fine quality and lasting satisfaction, choose this lovely slip-over Camisole of Flesh-pink Washable Satin.

Two rows of Filet-pattern lace insertion trim it. Val lace and ribbon-run beading finish the top. Satin ribbon shoulder straps as pictured. Elastic waistband. Full cut for stout women. SIZES: 34 to 56 bust. *July/August Sale Price*.....
Postage 2¢ extra. **\$1.49**



Prices Slashed

Send Order Today and Save Money



Shadow
Proof
Cambric

14 N 1
98¢

Shadow Proof

Shadow-proof Petticoat of durable White Cambric with double panel in front and scalloped lower edge. Drawstring top.

LENGTHS: 34 to 40 inches. Three hip measures.

14 N 1—48-inch hip measure..... **98¢**

14 N 2—56-inch hip measure..... **\$1.19**

14 N 3—66-inch hip measure..... **\$1.39**

Postage 4¢ extra on each.

Sateen Pantalettes

Extra-long Sateen Pantalettes. Elastic at waist and ankle bands. Reinforced crotch.

COLORS: Black, navy blue or purple. LENGTHS: 34 to 40 inches. Three hip measures.

12 N 219—48-inch hip..... **89¢**

12 N 220—56-inch hip..... **98¢**

12 N 221—66-inch hip..... **1.19**

Postage 5¢ extra. **\$1.19**

14 N 74
69¢

Lace Trimmed Nainsook

14 N 74—White Nainsook Corset Cover. Trimmed in front with Val lace insertion and insets of fine embroidery. Lace trimmed neck and armholes. Drawstring at waist.

SIZES: 34 to 56 bust. We know you will appreciate this bargain. Price **69¢**

Post. 2¢ ex. **69¢**

NAINSOOK SHADOW PROOF

14 N 212
\$1.49

UP

Nainsook

White Nainsook Shadow-proof Petticoat. Underlay. Drawstring.

LENGTHS: 34 to 40 ins.

14 N 212—48-in. hip measure..... **\$1.49**

14 N 213—56-in. hip measure..... **\$1.79**

14 N 214—66-in. hip measure..... **\$1.98**

Postage 4¢ extra on each.

Cambric

White Cambric Petticoat underlay. Drawstring.

LENGTHS: 34 to 40 ins.

14 N 215—48-in. hip measure..... **75¢**

14 N 216—56-in. hip measure..... **85¢**

14 N 217—66-in. hip measure..... **95¢**

Postage 4¢ extra on each.

White Sateen

Bargain in a White Sateen Petticoat with deep flounce finely tucked. Non-transparent. Elastic waistband. LENGTHS: 34 to 40 inches. Three hip measures.

14 N 218—48-in. hip measure..... **89¢**

14 N 219—56-in. hip measure..... **98¢**

14 N 220—66-in. hip measure..... **\$1.19**

Postage 4¢ extra on each.



Flesh-
Pink
Batiste

14 N 221
59¢

UP

SALE ENDS, AUGUST 31ST

Bargain in Bloomers

Flesh-Pink Batiste Bloomers cut full and roomy. Elastic at waist and knee. Reinforced crotch.

LENGTH: About 29 inches.

14 N 221—48-in. hip measure..... **59¢**

14 N 222—56-in. hip measure..... **69¢**

14 N 223—68-in. hip measure..... **79¢**

Postage 2¢ extra on each.

A Big Bargain

White Cambric Open Drawers. Hemstitched ruffles with tucks. Drawstring top.

LENGTH: About 29 inches.

14 N 224—36-in. waist..... **75¢**

14 N 225—40-in. waist..... **75¢**

14 N 226—48-in. waist..... **75¢**

Postage 2¢ extra on each.

14 N 224
75¢

Wonder Values

SALE
ENDS
AUG.
31st

SIZES
48 to 66
INCHES
HIP
MEASURE

LENGTHS
34 to 40
INCHES

ALL
SILK
JERSEY

12 N 216
**\$349
UP**

Pantalettes

Bargain in All-Silk Jersey Pantalettes, to serve as bloomers and petticoat. Cut extra long from waist to crotch. Ankles finished with self material and two rows of elastic. Elastic waistband. Reinforced crotch. Three hip measures.

COLORS: Taupe, black, or navy blue. LENGTHS:

34 to 40 inches.
12 N 216—48-in. hip measure **\$3.49**
12 N 217—56-in. hip measure **\$3.98**
12 N 218—66-in. hip measure **\$4.49**

Post. 5¢ ex. on each.



12 N 201
**49¢
UP**

GINGHAM



12 N 204
**\$179
UP**

Heatherbloom

Thrifty women everywhere buy Petticoats of Heatherbloom. Here is a special bargain in a smart tailored style.

Genuine Heatherbloom, pin-tucked flounce. Elastic waistband.

COLORS: Black, navy blue or brown. LENGTHS: 34 to 40 inches.

12 N 204—48-in. hip meas. Postage 5¢ extra. **\$1.79**
12 N 205—56-in. hip meas. Postage 5¢ extra. **\$1.98**
12 N 206—66-in. hip meas. Postage 5¢ extra. **\$2.39**

SILK
TAFFETA
FLOURCE

12 N 213
**\$219
UP**

Silk Taffeta Flounce

You can't beat this bargain! A splendid wearing Petticoat, having an All-Silk Taffeta flounce and Cotton Taffeta top. Tucked and ruffle trimming.

COLORS: Black or navy blue; or green top with changeable flounce.

LENGTHS: 34 to 40 inches.

12 N 213—48-in. hip meas. Postage 5¢ extra. **\$2.19**
12 N 214—56-in. hip meas. Postage 5¢ extra. **\$2.59**
12 N 215—66-in. hip meas. Postage 5¢ extra. **\$2.98**

ALL-SILK
JERSEY

12 N 207
**\$398
UP**

All-Silk Jersey

You ought to order this Petticoat at once! Never again will you see such a value offered at so small a price. It is a bargain indeed, as you must realize.

All-Silk Jersey petticoat. Distinctive flounce with two narrow scalloped ruffles, finely pleated. Elastic waistband. Smooth fit.

COLORS: Navy blue, black or taupe. LENGTHS: 34 to 40 inches. Three hip measures.

12 N 207—48-in. hip Postage 5¢ extra. **\$3.98**
12 N 208—56-in. hip Postage 5¢ extra. **\$4.49**
12 N 209—66-in. hip Postage 5¢ extra. **\$4.98**

WHILE THEY LAST!

Gingham

And they won't last long!

Not at this bargain price. A Petticoat for every day wear of good quality blue-and-white striped Gingham with shell-stitched flounce. Drawstring top.

LENGTH: 34 to 40 in.
12 N 201—48-in. hip measure. **49¢**
12 N 202—56-in. hip measure. **59¢**
12 N 203—66-in. hip measure. **69¢**
Post. 5¢ ex. on each.

Sateen

Don't let this bargain escape your attention. Sateen Petticoat, with elastic waistband. Pleated and tucked flounce.

COLORS: Black, navy blue or Russian green. LENGTHS: 34 to 40 inches.
12 N 210—48-in. hip measure. **89¢**
12 N 211—56-in. hip measure. **98¢**
12 N 212—66-in. hip measure. **\$1.19**
Post. 4¢ ex. on each.



12 N 210
**89¢
UP**

SATEEN

Bathing Apparel at Bargain Prices

SIZES 34 to 56 BUST

SALE ENDS AUGUST 31st

Bathing Suit

16 N 1—For comfort the one-piece Bathing Suit has won first place.

This one is of good quality Cotton Jersey with V-neck. Fastens at shoulder. A Summer Bargain.

COLORS: Navy blue or black. SIZES: 34 to 56 bust. July-August Sale Price.

Postage 12¢ extra. **\$3.49**

Bathing Shoes

16 N 11—Bathing Shoes of durable White Canvas with soft black leather sole. SIZES: 4, 5, 6, 7 and 8. Sale Price.

Postage 4¢ extra. **98¢**

Bathing Hat

16 N 16—Becoming Bathing Hat of soft Rubber. Wire-edged brim, bound with white. Rubber flower in white and a contrasting color.

COLORS: Black, red or green. July-August Sale Price.

Postage 2¢ extra. **59¢**



SURF SATIN
16 N 4
\$3.98

SHOE 16 N 9
59¢



Bathing Suit

Stylish Bathing Suit in a slip-over style with sash of self material. Effective piping at neck, armholes, bottom, pockets and sash.

16 N 3—Good quality Beach Cloth, piped with black-and-white.

Black only. SIZES: 34 to 56 bust. Sale Price.

Post. 12¢ ex. **\$2.98**

16 N 4—Made of Surf Satin, piped with white. Black only. SIZES: 34 to 56 bust. Sale Price.

Post. 12¢ ex. **\$3.98**

Slippers

16 N 9—Bathing Slippers specially priced. Black Sateen with white binding. SIZES: 4, 5, 6, 7 and 8. Sale Price.

Post. 4¢ ex. **59¢**

Shirred Cap

16 N 14—Rubber Cap with self-color pleating around edge.

COLORS: Blue, red or black. A bargain. Sale Price.

Post. 2¢ ex. **59¢**

ALL Lane Bryant Bathing Suits are designed on lines both becoming and comfortable to the Stout woman. Nowhere else can you secure bathing apparel that will fit you as satisfactorily.

In addition to the correct and comfortable fit, you are purchasing at a much lower price than you could elsewhere. This sale ends August 31st. Send in your order today.

Bathing Suit

16 N 2—All-Wool Jersey Bathing Suit in the popular one-piece style. Short sleeves joined by bands of contrasting color jersey, to match bands at knees. Self-material belt. Buttons on shoulder.

COLORS: Black or navy blue. LARGE SIZES ONLY: 44 to 56 bust. Sale Price.

Postage 12¢ extra. **\$7.45**

Satin Shoes

16 N 12—Bathing Shoes of Satin with three straps across instep.

COLORS: Navy blue or black. SIZES: 4, 5, 6, 7 and 8. July-August Sale Price.

Postage 4¢ extra. **\$1.75**

Rubber Cap

16 N 15—Adorable Rubber Bathing Cap with three rows of rubber fringe edged with white.

COLORS: Blue, black or green. July-August Sale Price.

Postage 2¢ extra. **69¢**

CAP
16 N 13
**2 for
29¢**

COTTON
TIGHTS
16 N 5
89¢

SUPERIOR
COTTON
TIGHTS
16 N 6
89¢

ALL WOOL
TIGHTS
16 N 7
\$1.89

SATEEN
SLIPPER
16 N 10
\$3.98

79¢

Tights

Three excellent values in durable Bathing Tights. Extra long, extra elastic. Black only. Open on Shoulders. Special bargains. SIZES: 34 to 56 bust.

16 N 5—Medium weight Black Cotton Bathing Tights. Sale Price.

Post. 6¢ ex. **89¢**

16 N 6—Superior quality Black Cotton Bathing Tights. Sale Price.

Post. 6¢ ex. **\$1.89**

16 N 7—Fine All-Wool Bathing Tights, very elastic. Sale Price.

Post. 6¢ ex. **\$3.98**

Slippers

16 N 13—Sateen Bathing Slippers in sandal style with one buckle at the ankle.

COLORS: Navy blue or black. SIZES: 4, 5, 6, 7 and 8.

Post. 4¢ ex. **79¢**

Diving Caps

16 N 13—Rubber Diving Cap. COLORS: Black, red or green. Price.

Post. 4¢ ex. **2 for 29¢**

MIDSUMMER



Special Value
Three distinct bargains in full-bleached, straight-weave White Nainsook. Full yard wide. No stamping on goods; no waste. Sold in 10-yard pieces, each in envelope.

63 N 750—Very good quality.
10 yards... \$1.89
63 N 751—Better quality. 10 yards... \$1.69
63 N 752—Our best quality. 10 yards for... \$1.89
Postage 8¢ ex. per bolt.

**BEST GRADE
NAINSOOK**
FULL BLEACHED
YARD WIDE
*Lane Bryant
NEW YORK*
10 YARDS

10 YDS.
\$ 129
UP

23¢
YARD

**DOUBLE FACED
EIDERDOWN**
36 INCH

\$119
YARD

**BEST
WOOL
FLANNEL**

49¢
YARD

Cheese Cloth

Curity Cheese Cloth, in sanitary package of 10 full yards. 36 inches wide. Keep a supply on hand.

63 N 773—10-yard bolt... 59¢
63 N 774—Best quality cloth. 10-yard bolt... 85¢
Post. 8¢ per bolt.

59¢
UP
10 YDS.



Sheeting

Rubber Sheetings. Single coated. Dependable grade that will give lengthy service.

63 N 686—27 in. Price per yard... 35¢
63 N 687—36 in. Price per yard... 45¢
63 N 688—54 ins. Price per yard... 79¢
Post. 2¢ per yd.

X
L
N
T
LB
RUBBER
SHEETING
35¢
UP
YARD

GINGHAM 27 INCHES WIDE

62 N 642—Red-and-white, black-and-white, blue-and-white stripe, yd. 17¢
62 N 643—Solid colors—blue, pink or tan. Per yard 17¢
62 N 644—Lavender, pink, blue or black, each with white check, yd. 17¢
62 N 645—Red, pink blue or brown plaid. Price per yard... 17¢
Post. 1¢ per yd. 17¢

17¢
YARD

62 N 643

62 N 645

62 N 644

62 N 642

VOILE ORGANIE

19¢
UP
YARD



Sheer Mercerized Voiles and Organies. 40 inches wide. Pink, rose, tan, light blue, Copenhagen blue, navy blue, lavender, black or white.

62 N 663—19¢
Voile... 19¢
62 N 664—25¢
Voile... 25¢
62 N 665—39¢
Voile... 39¢
Postage 1¢ per yard on each.

SURF
SATIN
36 INCH

27¢
UP
YARD

62 N 620—White or Black Surf Satin, a cotton fabric with a lustrous surface. 36 inches wide.
Price, per yard... 47¢
62 N 626—Good quality 36 inch Satin in white, black or blue.
Price, per yd. 27¢
Post. 1¢ per yd. 17¢

17¢
YARD

BABY
GINGHAM
\$119
UP
10 YDS.

LONG CLOTH
OUR SPECIAL
PURE WHITE
*Lane Bryant
NEW YORK*

\$119
UP
10 YDS.

DIAPER CLOTH

10 YARDS
\$ 119
UP



Soft, Absorbent
Diaper Flannel,
Fleeced on Both
Sides. Priced low.
63 N 736—24-in.
wide. 10 yds. \$1.19
63 N 737—27-in.
wide. 10 yds. \$1.49
63 N 738—36-in.
wide. 10 yds. \$1.89
Post. 10¢ per bolt.
63 N 775—24-in.
wide. 10 yds. \$1.19
63 N 777—27-in.
wide. 10 yds. \$1.49
63 N 758—30-in.
wide. 10 yds. \$1.79
Post. 8¢ per bolt.

White Birdseye
Diaper Cloth

63 N 775—24-in.
wide. 10 yds. \$1.19
63 N 776—24-in.
wide. 10 yds. \$1.49
63 N 777—27-in.
wide. 10 yds. \$1.63
63 N 758—30-in.
wide. 10 yds. \$1.79
Post. 8¢ per bolt.

Baby Fleece
62 N 659—Printed
Flannel fleeced on one
side. 27 inches wide.
Just the thing for baby's
sacque kimono or cover-
let. Good value.

COLORS: Pink, blue
or tan with kitten's
head design in contrasting
color. Per yd. 23¢
Post. 1¢ per yd. 23¢

63 N 691

63 N 692

63 N 693

63 N 694

63 N 695

63 N 696

63 N 697

63 N 698

63 N 699

63 N 700

63 N 701

63 N 702

63 N 703

63 N 704

63 N 705

63 N 706

63 N 707

All-Wool
62 N 698—Soft, fleecy,
nearly All-Wool Eider-
down. For negligees,
coverlets, coats and
wraps. Double-faced.

COLORS: Cream-
white, pink or light
blue. Width 36 inches.
Sale Price. per yard... \$1.19
per yard. Post. 2¢ per yard.

62 N 699

62 N 700

62 N 701

62 N 702

62 N 703

62 N 704

62 N 705

62 N 706

62 N 707

62 N 708

62 N 709

62 N 710

62 N 711

62 N 712

62 N 713

62 N 714

62 N 715

Flannel
Fine Wool Flannels.
Cream-white only. Your
satisfaction is guaran-
teed. Order plenty.

63 N 685—Wool-and-
cotton, 26 in. Per yard... 49¢
63 N 684—Nearly All-
Wool, 27 in. Per yard... 85¢
Post. 2¢ per yd.

63 N 685

63 N 686

63 N 687

63 N 688

63 N 689

63 N 690

63 N 691

63 N 692

63 N 693

63 N 694

63 N 695

63 N 696

63 N 697

63 N 698

63 N 699

63 N 700

63 N 701

Bargains for Tiny Tots



SEERSUCKER **79¢**
82 N 63

Bargain
82 N 63—Creeper of well-wearing Seersucker, requires no ironing. Collar is edged with fluted organdie stitched in color. Buttons down back and inside of legs.

COLORS: All-white, white with pink, or white with blue.
SIZES: 1, 2, and 3 years. **Price**... 79¢
Post. 2¢ extra. 79¢



59¢
82 N 205

Dutch Creeper
82 N 205—Dutch style Cretonne Creeper. Straps cross in back. Drop seat. Buttons inside of legs. Bound with white.

COLORS: Pink or blue. **SIZES:** 1, 2, and 3 years. **Price**... 59¢
Po. 2¢ extra. 59¢



49¢
82 N 53

Another Creeper
82 N 53—Creeper of Chambray. Contrasting color embroidery trims front. Buttons across lower edge. Elastic leg bands.

COLORS: Pink or blue. **SIZES:** 1, 2, and 3 years. **Price**... 49¢
Po. 2¢ extra. 49¢



98¢
82 N 202

Big Value
82 N 202—Romper in Dutch style of good quality Chambray, trimmed with imported braid.

COLORS: Pink, blue or maize. **SIZES:** 2, 4, and 6 years. **Sale Price**... 98¢
Po. 2¢ extra. 98¢



\$1.19
83 N 202

Pantie Dress
83 N 202—Two-piece Chambray Pantie Dress, with contrasting color embroidery and piping.

COLORS: Pink, with blue, blue with red. **SIZES:** 2, 3, 4, 5 and 6 yrs. **Price**... \$1.19
Po. 2¢ ex. \$1.19



59¢
82 N 203

Like a Man's
82 N 203—Little boy love being big enough to wear Overalls. And the save much work for mother. Very durable.

These are of Blue Chambray with red suspender and trimmings. Patented buttons. **SIZES:** 2, 4, and 6 years. **Sale Price**... 59¢
Postage 2¢ extra.



65¢
94 N 78

Petticoat Bargain
94 N 78—Long Gertrude Petticoat of Cream-white Wool Flannel with a small percentage of cotton. Shell-stitching trims neck, armholes, and lower edge. Infants' size. **Price**... 65¢
94 N 79—Same style in short length. Sizes 1, 2 and 3 years. **Sale Price**... 65¢
Postage 2¢ extra on each.



49¢
94 N 205

35¢
94 N 76

Flannelette

94 N 205—Long Princess Slip of soft White Nainsook. Emb. flounce with lace. Infants' size. **Price**... 49¢
Post. 2¢ ex. 49¢

94 N 204—Same as 94 N 205 short length. **SIZES:** 1, 2, and 3 years. **Sale Price**... 49¢
Post. 2¢ ex. 35¢

94 N 76—Gertrude Petticoat of soft White Flannelette. Neck, armholes, and lower edge finished with shell-stitching. Infants' size. **Price**... 35¢
94 N 77—Short Gertrude, same style as 94 N 76. **SIZES:** 1, 2, and 3 years. **Price**... 35¢
Post. 2¢ ex. 35¢



59¢
83 N 201

Chambray
83 N 201—Just 59¢ for this little one-piece Wash Frock of Chambray. Panel piped with white. **COLORS:** Pink-and-white; or blue-and-white. **SIZES:** 2, 3, 4, 5, and 6 years. **Sale Price**... 59¢
Po. 2¢ extra. 59¢

Hand-Embroidered Yoke
83 N 60—Dress of fine quality White Nainsook with finely Hand-Embroidered yoke. Dainty lace edges neck and sleeves. **SIZES:** 1 and 2 years. **Price**... 65¢
Po. 2¢ extra.



35¢
83 N 55

A Bargain
83 N 55—Bishop Slip of very good quality, soft White Nainsook. Val lace trims neck and sleeves. You can use any number of these, and you ought to have plenty at this bargain price. Infants' size. **Price**... 35¢
Postage 2¢ extra. 35¢

Hand-Embroidered
83 N 58—Only 79¢ for this Hand Embroidered long Dress of fine quality White Nainsook. Hemstitched yoke. Lace trimmed neck and sleeves. Baby needs ever so many dresses just like this. Infants' size. **Sale Price**... 79¢
Postage 2¢ extra. 79¢

Quantities
Limited
Order
Now
Sale Ends
August
31st

83 N 60

65¢

Hand Emb.
79¢
83 N 58



Cross-bar
Nainsook

94 N 94
55¢

91 N 38
55¢

2 to 12 Years

94 N 94—Little girl's Combination Suit of White Cross-bar Nainsook. Serves as waist and bloomers.

Taped buttons; garter tabs. Drop seat. SIZES: 2 to 12 years. Send your order now. Special Price for this Summer Sale.

Postage 3¢ extra. **55¢**

Hose Bargain
90 N 02—Elastic ribbed Cotton Stockings.
COLORS: Black, white or Cordovan brown. SIZES: 5 to 9½.
Sale Price. Post. 1¢ extra. **25¢**



91 N 13

**25¢
UP**

Lap-over Shirts

Healthful and convenient Infants' Shirt in lap-over style. Three qualities. SIZES: 1 to 6.

91 N 13—Good quality White Cotton.

Sale Price. Post. 1¢ extra. **25¢**

91 N 14—Cotton with a small percentage of wool. Cream-white.

Sale Price. Post. 1¢ extra. **25¢**

91 N 15—Wool-and-Cotton. Shell-stitched. Cream-white.

Post. 1¢ extra. **65¢**

Half-Wool Hose

90 N 14—A bargain in fine Cream-white Cashmere Stocking, more than half wool, with silk heel and toe.

SIZES: 4 to 6½.

Sale Price. Post. 1¢ extra. **35¢**

90 N 14
35¢

HALF
WOOL

2 to 12 Years
91 N 33—Bargain in a Boys' or Girls' Combination Union Suit of good quality White Cotton. Reinforced shoulder straps, taped buttons, and tabs for garters. Front closing; drop seat. Extremely comfortable. SIZES: 2 to 12 years. Post. 3¢ extra. **55¢**

Pajamas
94 N 201—One-piece Pajamas for boys and girls. Made of good quality White Cross-bar Nainsook. Three mercerized frogs fasten front. Drop seat. Little folks find this style very comfortable. SIZES: 2 to 6 years. Price 79¢ Post. 3¢ extra. **79¢**

91 N 201
69¢



91 N 202

59¢

Matching Set
of Silkaline-
Wool-and-Cotton

91 N 202—Babies' Open front Shirt of Silkaline-Wool-and-Cotton. Cream - white. SIZES: 1 to 6. Price. P. 1¢ extra. **59¢**

91 N 201—Babies' Silkaline-Wool-and-Cotton. Lap-over Shirt. B. and C. Cream - white. SIZES: 1 to 6. Price. P. 1¢ extra. **69¢**

91 N 203—Babies' Silkaline-Wool-and-Cotton. Shoulder Band. Cream - white. SIZES: 1 to 6. Price. P. 1¢ extra. **39¢**

90 N 202

55¢

SILK
AND
FIBRE



91 N 13

**25¢
UP**



Bargain in a
Summer Sock

90 N 202—Cunning Socks of Fibre Silk, with turn-back cuff. Lisle heels and toes.

COLORS: White, pink, blue or maize. SIZES: 4 to 9½.

Sale Price. Post. 1¢ extra. **55¢**

Post. 1¢ extra. **21¢**

91 N 09
**21¢
UP**

Shoulder Bands

Knit Shoulder Bands. Elastic. Cream-white. Tabs for diaper. Three qualities. SIZES: 1 to 6.

91 N 09—Cotton, button-holed edge, as pictured. Bargain price. Post. 1¢ extra. **21¢**

91 N 10—Wool - finished Cotton. Shell-stitched.

Sale Price. Post. 1¢ extra. **25¢**

Post. 1¢ extra. **35¢**

91 N 11—Wool-and-Cotton. Shell-stitched. Very good quality. Price. Post. 1¢ extra. **35¢**





Eiderdown Bunting

72 N 36—Infants' Bunting of fleecy Wool-finished Eiderdown. Trimmed with Jap Silk. Silk braid loops and white pearl buttons. Attached hood lined with sateen.

White, trimmed with pink or light blue. *July-August Price* Postage 4¢ extra. **\$2.49**

72 N 201—Bargain in a Wool-finished Double Blanket. Reversible straight edge.

COLORS: White-and-blue, or white-and-pink.

SIZE: 30 x 40 inches.

July-August Sale Price Postage 4¢ extra. **98¢**

Postage 4¢ extra. 98¢

72 N 67—36 x 50 ins. *Postage 3¢ extra. \$1.49*

BABY SWING

99 N 39

\$1.79



Cotton, single Blanket. Chick pattern on both sides. Straight edge. Pink-and-white or blue-and-white. Two sizes.

72 N 66—30 x 40 inches.

Postage 3¢ extra. 79¢

72 N 67—36 x 50 ins. *Postage 3¢ extra. \$1.49*

Cretonne Swing

99 N 39—Cunning Cretonne Baby-Nest on metal ring.

Cretonne is laced to ring so it may easily be removed and laundered. Hangs from spring attachment. (See small view).

COLORS: Pink or blue.

Summer Sale Price Postage 10¢ extra. **\$1.79**

Wool-Finished Single Blanket Only \$1.59

72 N 41—Bargain in a Wool-finished single Blanket in block design. Bound all around with mercerized binding. Tremendous value at our bargain price.

This price holds for only 60 days. Send your order in today, and be assured of profiting by this offer.

COLORS: Blue-and-white, or pink-and-white.

SIZE: 36 x 50 inches.

Sale Price Post. 4¢ ex. **\$1.59**



Pillow Slip

72 N 28—Fine Pillow Slip of good quality White Muslin which will wear and launder well. Finished with hem-stitched hem.

SIZES: About 14 x 20 inches (after hemming). Wears and launders especially well. *Summer Sale Price* Post. 2¢ extra. **49¢**

Crib Sheet

72 N 30—Splendid value in fine White Muslin Crib Sheet. Soft finish. Hem-stitched hem at top.

SIZES: 36 x 50 inches (after hemming). Wears and launders especially well. *Summer Sale Price* Post. 2¢ extra. **49¢**

Quilted Pads

Guaranteed Sanitary Quilted Pads for lap or crib. Good quality White Quilted Muslin. Wear and launder well. Three sizes.

72 N 02—17x18

Post. 2¢ extra. **27¢**

72 N 03—18x34

Post. 3¢ extra. **55¢**

72 N 04—27x40

Post. 5¢ extra. **98¢**

Post. 2¢ ex. **29¢**

Post. 6¢ ex. **2.79**

Post. 6¢ ex. **\$2.79**

Post. 6¢ ex. **\$2.79**

Drawers

71 N 23—Slip-on Diaper Drawers of White Pure Gum Rubber.

Elastic waistband and leg bands. No buttons to come off. Mothers will find it practical and very convenient.

SIZES: Small, medium or large.

Sale Price Post. 2¢ ex. **29¢**

Post. 6¢ ex. **2.79**

Post. 6¢ ex. **\$2.79**

Will You Do Us a Kindness?

Will you fill in here the names of four ladies who may be interested in receiving a Lane Bryant Style Book? We will appreciate your courtesy and will not mention your name in writing to them.

Name.....
Address..... State.....
Name.....
Address..... State.....

Name.....
Address..... State.....
Name.....
Address..... State.....

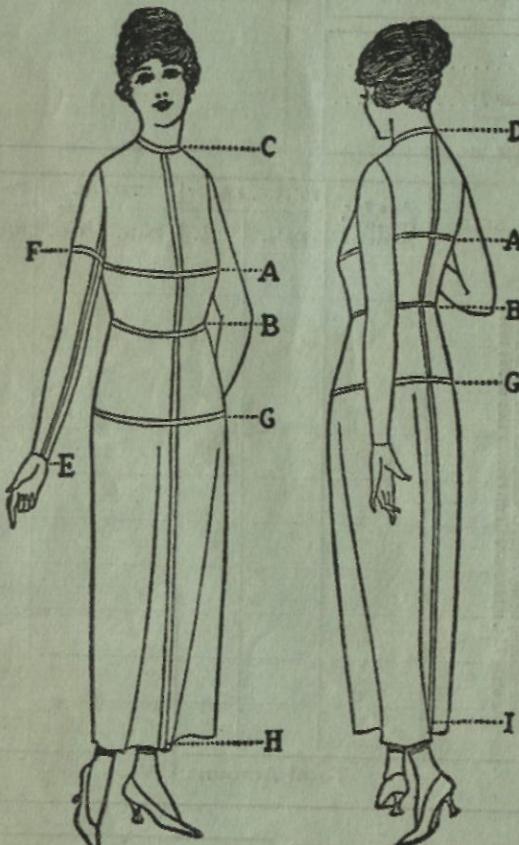
Instructions for Taking Measurements

as Required on All Lane Bryant Garments

In order to give you a well-fitting garment, it is of the utmost importance that you fill in all of the measurements required below. Do NOT specify STOCK SIZES of some former garments you may have purchased elsewhere. Stock sizes differ in various houses.

All separate skirts, skirts of suits, and the better class of dresses have wide basted hem which will allow for sufficient length adjustment.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.



A BUST MEASURE—(Take measurement over shirtwaist or over your dress.) Pass tape measure around the body over the fullest part of the bust well up under the arms. Do not take this measurement too tight, and do not allow tape measure to slip down in back.

B WAIST BAND: In order to ascertain the correct waist line, tie a piece of tape or string around the smallest part of waist, and use this as basis of measurement.

C to B LENGTH OF WAIST, at front from base of neck, C, to bottom of waist band, B.

D to B LENGTH OF WAIST, at back from base of neck, D, to bottom of waist band, B.

E INSIDE SLEEVE measurement, length from bottom of armhole to length of sleeve desired; arm hanging loosely.

F AROUND ARM (over fleshiest part).

G AROUND HIPS (around largest part).

B to H SKIRT LENGTH FRONT, from waist, B, to desired length of skirt, H.

B to I SKIRT LENGTH BACK, from waist band, B, to the desired length of skirt, I.

INCHES

PLEASE STATE

Your Height.....

Ft.... Ins....

Your Weight.....

Lbs....

Long or Short Waisted.....

High or Low Bust.....

Scientific Measurement Table For Infants' and Small Children's Garments

Order by age (or by size if size is stated in description). If child is large or small for its age, use this table and determine proper age-size.

	At Birth	6 Mos.	1 Year	1½ Years	2 Years	3 Years
Weight, lbs.....	8	16	21	24	27	32
Height, ins.....	20	24	28	30	32	35
Chest, ins.....	13½	16	18	18½	19	20
Shirts, size.....	1	2 to 3	4	5	5 to 6	6
Shoes, size.....	0 to 1	1 to 2	2 to 3	3 to 4	4 to 5	6 to 7
Hose, size.....	4	4½	5	5	5½	6
Bonnets, ins.....	12	13	14	15	16	16 to 17

NOTE: Order babies' bonnets by actual size, measuring in inches from chin, up and over the head, down to chin on the other side.

Sizes
34 to 56
Bust

SHETLAND
WOOL

8 N 202
\$3.79

SILK
FIBRE

8 N 203
\$6.95

19.85

Bargain in a Thread Silk Sweater

8N201—Every woman in her heart longs to have a Thread Silk Sweater. Here is just the kind she loves, reduced to a very special price for this sale!

Becoming Tuxedo style, with collar and cuffs of a novelty weave. Sash belt of braided silk with tasseled ends. COLORS: Orchid (as pictured,) navy blue or buff. SIZES: 34 to 56 bust. *Sale Price.....*

Postage 6¢ extra. **\$19.85**

New Style Sport Sweater

8N202—Only \$3.79 for this light weight Shetland Wool Sweater. No wonder you marvel at that low price! Indeed, this is an unusual offer! Slip-over style with a deep V-neck and square reveres. Narrow sash belt. COLORS: Orchid (as pictured,) navy blue or buff. SIZES: 34 to 56 bust. *Sale Price.....*

Postage 6¢ extra. **\$3.79**

Fibre Silk Coat Sweater

8N203—Another value that we are happy to be able to offer you! A Fibre Silk Coat Sweater, with Tuxedo collar and narrow sash belt. COLORS: Fuschia with white trimming, (as pictured,) all black or all navy blue. SIZES: 34 to 56 bust. *Sale Price.....*

Postage 6¢ extra. **\$6.95**

Unusual Value in a Worsted Sweater

8N204—For cooler weather get this good looking All-Wool light weight Worsted Sweater, in the very newest block weave. A stripe of contrasting color on the Tuxedo collar, the cuffs, and around the bottom gives it a smartly touch. COLORS: Buff with brown, navy with silver, or black with white. SIZES: 34 to 56 bust. *Sale Price.....*

Postage 6¢ extra. **\$4.89**

Smart Over-Blouse of Fibre Silk

8N205—There are times when you do not care to wear a coat-sweater. Then the slip-on Over-blouse completes a smart costume. This one is of Fibre Silk, in a novelty weave, with its collar, reveres, cuffs, and pocket tabs of Jockey Red. Excellent value at our very low price. COLORS: Black with red (as pictured) or navy blue. SIZES: 34 to 56 bust. *Sale Price.....*

Postage 6¢ extra. **\$7.95**

8 N 204

\$4.89

ALL WOOL
WORSTED

FIBRE
SILK



The Latest Modes ~ Sizes 34 to 56 Bust

Another Big Bargain

3 N 220—Only \$2.95 for this smart day-time one-piece Dress of fine Striped Gingham. Designed on becoming, slenderizing lines. A mid-summer bargain specially chosen for this Sale and designed to give you the utmost in size if size 34 be more than satisfied with description).

Large or small for ^{fit} forms collar and cuffs the gingham border. Use this table and ^{cham}.

termine proper age-size. (as pictured), white. SIZES:

Delightfully Slenderizing

3 N 221—An overstock of fine Dotted Printed Voile in a dark ground has been used to make this smart summer Frock.

Slenderizing lines are contributed by the long collar, and the stylish panels of the skirt smartly bound with self material. Silk pleating makes an attractive finish for the becoming collar and cuffs. Cream organdie, finely tucked and trimmed with Val lace, makes the vestee. Entire skirt of voile. Net blouse lining.

COLORS: Navy blue-and-gold (as pictured), black-and-white, or brown-and-white. SIZES: length about 36 inches.

Sale Price ...
Page 12¢ extra \$5.95

One of our Very Best

3 N 222—Isn't this Frock a little beauty? If you could only feel the fine texture of its Imported Gingham, and see how effective is its self-color wool cross-stitching on the collar, cuffs, and pockets! You will simply love it.

And the fresh, crisp organdie, so fine and white which makes the deep collar, vestee, and tiny finish on the patch pockets. Ever narrow sash belt. Sizes up to 56 bust.

COLORS: Red-and-white (as pictured) and-white or black-and-white. SIZES: bust. Skirt length 36 inches. Wide Just as chic for little women as it is for the full figure. *Sale Price* ...
Postage 12¢ extra